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MEETING
STATE OF CALIFORNIA
INTEGRATED WASTE MANAGEMENT BOARD
SPECIAL WASTE COMMITTEE

JOE SERNA, JR., CALEPA BUILDING
1001 I STREET
2ND FLOOR
COASTAL HEARING ROOM
SACRAMENTO, CALIFORNIA

WEDNESDAY, DECEMBER 7, 2005
1:30 P.M.

JAMES F. PETERS, CSR, RPR
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PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345

APPEARANCES

COMMITTEE MEMBERS

Ms. Rosalie Mulé, Acting Chairperson

Mr. Gary Petersen

BOARD MEMBERS

Ms. Cheryl Peace

STAFF

Mr. Mark Leary, Executive Director

Ms. Julie Nauman, Chief Deputy Director

Ms. Marie Carter, Chief Counsel

Mr. Jim Lee, Deputy Director

Mr. Jon Myers, Assistant Director

Mr. Michael Bledsoe, Staff Counsel

Ms. Bonnie Cornwall, Supervisor, Grants and Certification
Section I

Mr. Mitch Delmage, Manager, Waste Tire Management

Mr. Bob Fujii, Supervisor, Tire Remediation & Engineering
Technical Services

Mr. Darryl Petker

Ms. Victoria Rocha

Mr. Todd Thalhammer

Ms. Kristen Yee

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APPEARANCES CONTINUED

ALSO PRESENT

Mr. Michael Blumenthal, Rubber Manufacturer's Association

Ms. Catherine Huybrechts, NASA Ames Research Center
DEVELOP

Mr. James Eisert, LFR

Mr. Victor Izzo, Central Valley Regional Water Quality
Control Board

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1 PROCEEDINGS

2 ACTING CHAIRPERSON MULÉ: Good afternoon,
3 everyone. Welcome to the December 7th meeting of the
4 Special Waste Committee. Just for the record, my name is
5 Rosalie Mulé Board Member and I will be chairing this
6 meeting today. Our Committee Chair, Board Chair Rosario
7 Marin is unable to be here today due to a death in the
8 family and so she asked that I chair the meeting today.

9 There are agendas on the back table. And if
10 anyone would like to speak to an item, there are speaker's
11 slips. You fill it out and bring it up to Deb here and
12 then you will have an opportunity to address our
13 committee.

14 Also, I would like to ask everyone to please turn
15 off or put in the silent mode your cell phones and pagers.
16 And, Deb, would you please call the roll please.

17 COMMITTEE SECRETARY BALLUCH: Petersen?

18 COMMITTEE MEMBER PETERSEN: Here.

19 COMMITTEE SECRETARY BALLUCH: Mulé?

20 ACTING CHAIRPERSON MULÉ: Here.

21 COMMITTEE SECRETARY BALLUCH: Marin?

22 ACTING CHAIRPERSON MULÉ: And we also have Board
23 Member Peace sitting with us today. And thank you for
24 joining us. We appreciate having you here today.

25 And how about let's see next is our ex partes.

1 How are we doing on ex partes?

2 COMMITTEE MEMBER PETERSEN: Up-to-date.

3 ACTING CHAIRPERSON MULÉ: And I'm up-to-date as
4 well.

5 Mr. Lee, our Deputy Director. Would you like to
6 provide us with your Deputy Director's report today?

7 DEPUTY DIRECTOR LEE: I would and thank you,
8 Madam Chair. Good afternoon, board and committee members.
9 A special welcome the our new Special Waste Committee
10 member, Mr. Petersen.

11 My name is Jim Lee, Deputy Director with the
12 Special Waste Division. A couple of items in my Deputy
13 Director's Report. I want to up to date you on some
14 recently concluded and some upcoming goings on in the Tire
15 and Used Oil Programs.

16 On December 1st CalTrans conducted a user seminar
17 for rubberized asphalt concrete here in the Cal EPA
18 building. I want to take this opportunity to thank Board
19 Member Mulé for her participation in providing opening
20 remarks, you know, for that seminar.

21 The purpose of the meeting was to present
22 findings from the CalTrans/Waste Board project on RAC to
23 provide training and technical assistance to the various
24 CalTrans district offices, as well as promoting technology
25 exchange between the other states that are using RAC, such

1 as Arizona, Florida and Texas.

2 Some of the topics that were discussed included
3 structural design considerations, materials and
4 construction considerations, a summary of CalTrans field
5 experiences with RAC, and 4-state roundtable, which
6 included presentations from the aforementioned states.

7 On November 30th there was a Household Hazardous
8 Waste exchange meeting in Riverside. Among the topics
9 discussed were U-waste planning and grant streamlining
10 proposals.

11 In January the Committee will be hearing more
12 about grant streamlining and the input received from this
13 and other meetings with stakeholders when the grants
14 executive oversight committee expects to present findings
15 and recommendations.

16 With regards to upcoming meetings, this month's
17 waste tire interested parties meeting will be on
18 Wednesday, December 14th from 9:30 to 11:30 in the Coastal
19 Hearing Room. This meeting will provide for continuing
20 discussion and stakeholder input on the process and
21 criteria for the Tire Derived Product Business Assistance
22 Program. Staff will be reviewing and considering that
23 input, and we plan to bring a consideration item forward
24 in January to request Board approval of the criteria.

25 And finally, just to note that there will be

1 another Household Hazardous Waste exchange meeting here
2 for the northern California area scheduled for December
3 18th in San Francisco. A main topic of discussion will be
4 U-waste planning.

5 That concludes my Deputy Director's report.
6 Unless there are comments or questions, I'm prepared to
7 continue with the today's agenda.

8 ACTING CHAIRPERSON MULÉ: Questions?

9 Okay.

10 DEPUTY DIRECTOR LEE: Thank you, Madam Chair.

11 (Thereupon an overhead presentation was
12 Presented as follows.)

13 DEPUTY DIRECTOR LEE: Committee Item B, Board
14 Item 8 is Consideration of Proposed Allocation and
15 Concepts for Used Oil Recycling Fund Fiscal Year 2005 --
16 excuse me, Consideration of Proposed Allocation and
17 Concepts for Used Oil Recycling Fund Fiscal Year 2005/6,
18 and an Update on the Used Oil Recycling Program.

19 This item is to discuss with you our progress in
20 carrying out the provisions of the Board approved used oil
21 implementation plan. We will also be requesting your
22 approval of those discretionary expenditures from the Used
23 Oil Fund for statewide education and outreach and for
24 contract concepts to further the implementation plan.

25 We do not propose to discuss at length the Used

1 Oil Fund condition, since this was a topic of a separate
2 discussion at last month's board meeting. However, we
3 will note, again, that current fund condition projections
4 indicate that next year, not this year, but next year, we
5 may have insufficient funds to enable us to offer
6 competitive grants or to provide for discretionary
7 expenditures for statewide outreach or contract concepts
8 in support of our used oil implementation plan.

9 With that overview, I will now ask Kristen Yee to
10 make the remainder of the staff presentation.

11 MS. YEE: Good afternoon, Board Members. I am
12 here to present this agenda item, and I want to accomplish
13 3 objectives.

14 --o0o--

15 MS. YEE: The first one is I wanted to update you
16 on the Used Oil Program, based on the implementation plan
17 that was put into place last year. And for Board Member
18 Petersen's benefit, this plan was developed last year as a
19 result of a third-party assessment on the Used Oil
20 Program. The next thing I would like to do is present our
21 allocation item and what staff is recommending. And then
22 lastly I would request approval from the Committee and
23 eventually the Board on the proposed allocation items.

24 --o0o--

25 MS. YEE: Our implementation plan is based on 7

1 major strategies. In addition to our day-to-day
2 functions, each of the used oil staff, they manage over
3 700 grants and contracts. And what I want to share with
4 you is that the planning, the task, the actions that we
5 put into this plan, everything that we do is weaved into
6 one of our strategies.

7 The first strategy, number 1, is maximizing the
8 effectiveness of used oil collection centers
9 infrastructure. Last year you approved a research
10 proposal to actually look at certified collection centers.
11 Certified collection centers is really the backbone of the
12 oil program. And that's where the do-it-yourselfers
13 return their used oil. And so what we have is currently a
14 network of about 2,500 certified collection centers
15 statewide. And what we wanted to do with this research
16 was to identify the gaps and present market strategies for
17 increasing the number of certified collection centers
18 throughout the State of California.

19 And we also wanted to encourage certified
20 questions centers to accept oil filters, because in the
21 research that we've done so far, we've found that there's
22 more residual oil in the oil filter than was originally
23 thought. But increasing our certified collection centers
24 will make it more convenient for our do-it-yourselfers to
25 recycled used oil.

1 Another way in which we were trying to increase
2 our infrastructure is by looking at curbside recycling.
3 Curbside recycling definitely is one of the most
4 convenient ways of recycling. So what we did is we
5 surveyed our local jurisdictions. And through that survey
6 we were able to -- we wanted to find out who actually had
7 curbside recycling, who didn't, and if they didn't, why
8 not.

9 And what we found is that a majority of them
10 didn't think that curbside recycling would be very
11 effective or cost efficient, especially in the rural areas
12 where curbside recycling isn't even available.

13 And so they didn't want to do with the spillage
14 that may happen and they felt that the infrastructure that
15 they had available was sufficient. But there were a few
16 that were interested and staff is working with them to
17 provide technical assistance on those who are interested
18 in it.

19 Strategy number 2 is to promote source reduction
20 and pollution prevention. Using our research and
21 development grant, we currently have a project with the
22 Air Resources Board and the California Stationary Fuel
23 Cell Collaboration on a hydrogen fuel project. This
24 hydrogen fuel cell vehicle what it really represents is
25 the ultimate in source reduction, because it has no

1 internal combustion engine, so therefore it doesn't even
2 use motor oil.

3 This initiative of the Cal EPA and the Governor's
4 office provides the oil program an opportunity to
5 collaborate with a private/public entity. And what this
6 grant will fund is the installation of a stationary fuel
7 cell in the Cal EPA lobby here to power displays and
8 equipment that we have in the media room. We'll be
9 leasing a fuel cell vehicle and developing public outreach
10 and educational material.

11 The fuel cell vehicle will be covered in a wrap
12 art and it will be displayed here downstairs, and it will
13 be show-cased for the public to see at the Cal EPA
14 building.

15 Another project that we're working on is the
16 assessment for extended oil change interval outreach. And
17 this is -- what we want to find out is whether or not we
18 should extend the oil exchange beyond the 3,000 miles that
19 people have typically changed their oil. This is a
20 regional search that was requested by the Board last year.
21 So what the researcher is trying to do now is determine
22 what is the current frequency of most of our drivers. And
23 also they'll be doing a market testing of the various
24 message to extend our oil change intervals.

25 --o0o--

1 MS. YEE: Strategy number 3 relates to promoting
2 the highest and best use of our used oil. And one of the
3 highest and best uses of oil is using rerefined oil. We
4 tried promoting the use of rerefined oil at quick lubes
5 and to encourage customers to request rerefined when they
6 go in to do an oil change. And what the research showed
7 was that the customers were unwilling to use rerefined,
8 because basically the product has a real poor image. They
9 find it really hard to accept the fact that oil can be
10 changed and it could be clean enough to be put into an
11 engine and not harm it.

12 So what the research recommended was to promote
13 the use of rerefined oil with fleets, but not with your
14 regular consumers, because with fleets they routinely
15 maintain a schedule and also they can purchase the oil in
16 bulk through a State contract.

17 So this report is on the website if ever you
18 wanted to read the details of it.

19 Strategy number 4 is to enhance the Used Oil
20 Program's visibility. And we've worked closely with the
21 Office of Public Affairs to highlight some of the
22 accomplishments of our grantees, and also the effort that
23 they're putting into promoting the program and collecting
24 used oil and filters. And these are some of the
25 examples --

1 --o0o--

2 MS. YEE: -- of events that have taken place with
3 our grantees. Here Chairperson Marin is at Huntington
4 Park and they're acknowledging the work that Huntington
5 Park has done in terms of partnering with private
6 companies, such as Kragen and Pep Boys in collecting used
7 oil and filters.

8 --o0o--

9 MS. YEE: And then board members and staff were
10 able to attend the California Ag day where ESJPA and the
11 Oil Program had a booth there. And it was at the State
12 Capitol.

13 --o0o--

14 MS. YEE: Chairperson Marin toured actually
15 several of the oil collection sites in Sierra and Glenn
16 Counties, and then later presented them with an award for
17 excellence in their program.

18 --o0o--

19 MS. YEE: And here we have Chairperson Marin and
20 Board Member Mulé attending the ribbon cutting ceremony at
21 Antelope Valley where they opened a new marina oil
22 collection site.

23 ACTING CHAIRPERSON MULÉ: Actually that was a
24 household hazardous waste and oil collection facility.

25 --o0o--

1 MS. YEE: Then this next one is at Lake Perris
2 where they did the used oil and clean boater kick off.

3 --o0o--

4 MS. YATES: And then Board Member Washington he
5 attended and spoke at the Long Beach Household Hazardous
6 Waste Used Oil Information Exchange, and Deputy Jim Lee
7 did speak about the different information exchange that we
8 have throughout the state that happens once a month in
9 northern Cal as well as southern Cal.

10 And at these monthly meetings, it is where
11 there's a lot of information disseminated and discussed.
12 And if ever there's issues that we want feedback from our
13 constituents, this is a perfect venue where they can vet
14 it. And we have had a lot of discussions there. And
15 Board Member Washington here he's speaking to the group
16 and he's challenging our stakeholders to be accountable
17 for the funding that they're receiving from the Board. So
18 I think the group was really appreciative of the fact
19 hearing what the Board wanted from a Board Member. So the
20 exchange went really well.

21 --o0o--

22 MS. YEE: This is our annual conference that we
23 have. And in the past we've had the Used Oil Conference
24 and a separate HHW conference. For cost efficiency and
25 synergy between the stakeholders, we've combined these 2

1 conferences into one the past 2 years. And we basically
2 have about over 200 attendees, 10 to 20 vendors attending.
3 And in a typical conference, we usually have a day or two
4 of 8-hour training and then we have 12 different workshop
5 sessions. And that really translates into about 24 to 36
6 speakers in that short period of time.

7 So at the conference what this really means is
8 that the attendees really have an opportunity to learn a
9 lot about what's happening throughout the State in terms
10 of other programs going on, to exchange ideas, to really
11 be rejuvenated from the different speakers that we have.
12 And it's these interactions that's helped really focus --
13 change the focus of the oil program as well as being able
14 to learn and see what others have done.

15 The Board does co-sponsor this conference with
16 DTSC. And as the conference is being planned, what I want
17 you to understand is that there's active participation and
18 collaboration from all of our stakeholders. And it's
19 not -- the planning is not -- is done in such a way that
20 it's balanced and that there's something to be gained for
21 every participant.

22 And on the last evening of the conference it was
23 culminated with an awards ceremony and you see part of
24 that there.

25 --o0o--

1 MS. YEE: Our 5th strategy focuses on improvement
2 of our grant program management. Per your request and as
3 Jim alluded to earlier, staff has been working on
4 streamlining the grant process. And the UOP staff has
5 sought input from all the stakeholders and they've met
6 together in cafe-style sessions, where they've discussed
7 about eligibility, funding strategies, eligible costs,
8 planning and design costs, and even reporting methods.

9 So the input from the various meetings, as well
10 as a survey that was done will help staff in improving the
11 effectiveness of the program, and I believe it will be
12 presented to the Board in January.

13 Our 6th strategy focuses on developing
14 public/private partnerships. Through the conference one
15 of our small businesses called Green Flame was able to
16 partner with our oil grantee as well as with Kragen, the
17 private company, to collect oil containers. Often when
18 people change their oil, they just dump the oil
19 containers. And now Green Flame is able to do like a milk
20 run to pick up these oil containers, so not only is he
21 recycling plastic, he's also recycling the residual from
22 the oil container.

23 Staff has also partnered cross-divisionally and
24 with other public agencies with the EPP manual, the Used
25 Oil Program actually developed the motor oil as well as

1 the paint segment of the EPP manual.

2 So through these manuals we can further the green
3 procurement action plan.

4 --o0o--

5 MS. YEE: Finally, our 7th strategy of the
6 implementation plan probably is the most revealing about
7 how we're redirecting our program to actively encourage
8 local jurisdictions to evaluate themselves and also to
9 adopt approaches that have worked in similar settings.
10 We've developed this block grant report card where we're
11 able to objectively evaluate each of our grantee through
12 the performance criteria, and we can actually know who is
13 high, medium and low performers. And so grant managers
14 can easily identify who the low performers are and be able
15 to assist them. And I believe the report card was
16 presented to the Board -- the details of it was presented
17 to the Board in April.

18 Lastly, we share model programs through the write
19 up of profiles of model programs. We distribute all of
20 this to grantees. And in sharing these programs, grantees
21 can either implement the program and learn from other
22 successes and failures. And these profiles are put on our
23 website.

24 So this kind of concludes the overview. And I
25 hope it provides you with some insight and understanding

1 of the oil program and that we're really working towards
2 using our implementation plan as our road map to really
3 improve the program to provide technical assistance and to
4 help the grantees to maximize their resources.

5 So next I'd like to present our proposed
6 allocation funding for our statewide education outreach
7 activities as well as our research proposals.

8 --o0o--

9 MS. YEE: This slide here is a snapshot of your
10 Attachment 2 of the agenda item if you have it.

11 The fund condition was presented as Jim said last
12 month, and so I'll just kind of go through Category 5
13 since this is what you have discretion over.

14 Of the \$809,000 that's available, what we're
15 recommending is that we allot \$130,000 for our annual
16 conference, which I spoke to earlier. And then the next
17 line item would be outreach for adds and printing and that
18 is at \$85,000 And what we've been doing is we've been
19 working with Office of Public Affairs who's working with a
20 consultant to possibly develop a new logo and look and
21 feel for our print material. And understand they're
22 working on 3 different wastestreams right now and then
23 after they develop the wastestream, they're going to be
24 developing a tool kit.

25 One of our contracts to the certified collection

1 center, in that contract we also have a tool kit. So once
2 Office of Public Affairs finalizes what the tool kit will
3 be we'll use that as a template for our oil outreach to
4 give to local jurisdictions. So this line item is to
5 support the incorporation of that tool kit for the oil
6 program.

7 Next, we have proposed is \$75,000 for signage at
8 certified collection centers. And as I said before,
9 collection centers really are the backbone of this
10 program. And we supply signage for each of our collection
11 centers each year throughout the state of California. We
12 currently are piloting the use of different signs with
13 different messages, color and language that will appeal to
14 different communities. So this line item does support the
15 CCC statewide.

16 Our next proposed expenditure is \$80,000 for used
17 oil and filter recycling ads in our DMV handbooks. The
18 handbooks are in 6 different languages. It includes
19 targeted publications for both boaters, youth,
20 motorcyclists. And more than 4.5 million copies are
21 printed and distributed each year to new drivers and to
22 drivers who are renewing their driver's license.

23 Our last line item is \$15,000 for partnerships
24 such as organizations with PSI, which is Product
25 Stewardship Institute or to participate in events that may

1 come up that we think or Office of Public Affairs thinks
2 we ought to have a presence in.

3 An before I discuss the 2 research proposals, I'd
4 like to show you some samples of the publications that are
5 in the DMV handbook.

6 --o0o--

7 MS. YEE: This is one of them and this is in
8 Spanish. And what I'd like to point out is that right now
9 the message says recycled used oil and filters. And what
10 we would like to do is probably change it to say take the
11 last step based on research that was done by Dr. Schultz,
12 where he said that when he did message testing, he found
13 that people were responding and recycling used oil when
14 the message, "Take The Last Step", was given to them
15 rather than recycle used oil. It didn't have as big of an
16 impact. So in all of our DMV advertisement, we're going
17 change it to "Take The Last Step".

18 So I just wanted you to see that, you know, as we
19 learn more about the program, as we do the research, we
20 are kind of incorporating it into other aspects of our
21 program.

22 --o0o--

23 MS. YEE: Now, this message is put in our boating
24 driver's handbook. And as you can see, it links illegal
25 dumping of used oil with stormwater pollution. So to me

1 advertising in DMV handbook, I believe is probably one of
2 the most effective means of covering a wide audience at a
3 low cost, because it's almost like an awareness campaign.
4 And we're targeting not only vehicle drivers, but we're
5 also targeting the boaters, the motorcyclists and
6 teenagers and the immigrant population in their own
7 language. It's in Chinese, Tagalog, Russian, Vietnamese
8 and Korean.

9 --o0o--

10 MS. YEE: For this upcoming we're proposing 2
11 research projects. The first one is \$120,000 to identify
12 marina collection sites. What we want to do is identify
13 strategic opportunities for used oil collection programs
14 at over -- currently we have over 500 marinas in the state
15 of California. And we know that keeping oil out of the
16 waterway is extremely critical. And some local
17 jurisdictions have been progressive, as you saw with Lake
18 Perris, where they did a boaters kickoff. But we know
19 that for over 60 percent of the marinas, there isn't any
20 kind of collection sites. So not all of them aren't as
21 progressive.

22 What we want to accomplish with this research is
23 to identify and prioritize those marinas who might be good
24 candidates to work with our local grantees to site a
25 collection center. We also want to know how effective are

1 these sites at collecting used oil. And with that
2 information we can establish model programs that we can
3 distribute statewide and provide technical assistance to
4 them.

5 And the research addressed here supports 3 of our
6 implementation strategies. It helps us to maximize our
7 oil collection infrastructure, which is Strategy 1. It
8 promotes pollution prevention into our waterway, which is
9 Strategy 2. And it also promotes program improvement
10 through transfers of best practices. And, in this case,
11 we will try to create model boating programs, which is
12 Strategy 7.

13 The second research project is a model
14 infrastructure guidance manual. And what we're trying to
15 do here is to develop a manual and blueprint of used oil
16 HHW facilities. And this manual gives information to the
17 local jurisdictions to identify the type of facility they
18 might need for the community. Because what we want to do
19 with our blueprint is to develop maybe economy type permit
20 facility at a medium and a large kind of like your
21 Cadillac facility. And to have those blueprints available
22 for our grantees to use to help them determine, you know,
23 for their community what type of facility do they need.
24 Also, what is a reasonable cost for such structure. And
25 also to consider different issues when they're ready to

1 build a facility: Like what kind of planning must they
2 do; what kind of equipment do they need; and what kind of
3 operational guidance is required of them.

4 So given the decrease in funding and demand for
5 efficiency as well as our local jurisdictions asking for
6 this, we wanted to propose this project so that we can
7 have this available as a tool for our local jurisdictions.
8 Also, this proposal supports our universal waste action
9 plan.

10 --o0o--

11 MS. YEE: Our last funding item is \$27,000. And
12 the Used Oil Program traditionally does support other
13 board activities. In this case, it will be supporting our
14 student assistants in other units for \$27,000.

15 --o0o--

16 MS. YEE: And that concludes my presentation and
17 update. And what I would recommend -- staff recommends
18 that the Board approves the proposed allocation and
19 contract concepts for fiscal year 05/06 and adopt
20 Resolution 2005-321.

21 ACTING CHAIRPERSON MULÉ: Thank you, Kristen.

22 Do we have any questions?

23 COMMITTEE MEMBER PETERSEN: Kristen, Hi. On the
24 curbside collection of motor oil, how many cities -- how
25 many jurisdictions do we have in the state that are doing

1 that or approximately?

2 MS. YEE: I don't have the results of that, but I
3 can get back to you on it.

4 Eighty.

5 COMMITTEE MEMBER PETERSEN: Eighty. So is it
6 working?

7 MS. YEE: I think there's been mixed reviews.

8 GRANTS AND CERTIFICATION SECTION I SUPERVISOR

9 CORNWALL: In jurisdictions where they have curbside, the
10 collection at certified centers -- I'm sorry, Bonnie
11 Cornwall, Used Oil Program -- in communities where there
12 are both curbside collection and the collection -- the
13 certified collection centers, significantly more oil is
14 collected at the centers rather than at the curb.

15 COMMITTEE MEMBER PETERSEN: Okay. Interesting.
16 I'm just wondering because in Santa Monica we did this way
17 back when. And the problems we had with illegal dumping,
18 because they put it outside the recycling, even though we
19 were certified outside the recycling centers, a lot of --
20 we ended up with PCBs and other things. So I'm just
21 wondering how that's all played out.

22 And then the collection -- in the reviews we got
23 in Santa Monica was the curbside collection they liked
24 doing it that way, because it was just more convenient.
25 But then the hassle was is we had to bring it in the

1 center, turn the containers -- unscrew the containers,
2 turn them upside down in a bin and drain them. And this
3 was 15 years ago, but I just was wondering how it was
4 going and if more cities were adopting it on the curbside
5 side.

6 DEPUTY DIRECTOR LEE: Maybe I'd just comment from
7 something from my own personal experience. Sacramento
8 County, you know, has a curbside collection program, but
9 it's not just for used oil. It collects all sorts of
10 other recyclables. And I think, you know, my
11 understanding in those cities or jurisdictions where
12 there's kind of combined programs, you know, where the oil
13 collection is kind of an adjunct to their normal recycling
14 efforts, you know, then it's a much more convenient way
15 and a more cost effective way, you know, to collect the
16 oil.

17 COMMITTEE MEMBER PETERSEN: Well, that's what I
18 was talking about.

19 DEPUTY DIRECTOR LEE: Yeah, but I think again the
20 comment the concern is when we've tried to -- when some
21 jurisdictions have considered just doing oil collection
22 programs curbside on their own, they're very expensive.

23 COMMITTEE MEMBER PETERSEN: No, no. I'm talking
24 about when they're collecting everything.

25 DEPUTY DIRECTOR LEE: Yes.

1 COMMITTEE MEMBER PETERSEN: Sorry about that.

2 GRANTS AND CERTIFICATION SECTION I SUPERVISOR

3 CORNWALL: Bonnie Cornwall again. I just wanted to
4 comment about the oil left outside the certified centers
5 and that's been a big campaign for us in this past year.
6 And what we've found to be very effective we've developed
7 best management practices for certified centers. And
8 we've been doing quite a number of site visits.

9 One of the real success stories has been if we
10 have community events, like the event featured in
11 Huntington Park, at the centers where there's been oil
12 left outside, it kind of raises the awareness of the
13 program, we have found it decreases significantly.

14 So in the past year the reports of oil being left
15 outside the certified centers has gone down a great deal.
16 And our corporate sponsors, I think, have been very
17 gratified by the assistance we've been able to provide.

18 COMMITTEE MEMBER PETERSEN: Great. Okay, thank
19 you.

20 ACTING CHAIRPERSON MULÉ: I have several
21 questions. So I'll start with some of these items.

22 Kristen, could you explain what the \$130,000 for
23 the conference what that goes towards?

24 MS. YEE: The \$130,000 is really to coordinate
25 the conference. What our contractor usually does is they

1 have to do site visits. They research which hotels are
2 available for our conference. They do all of the
3 printing. They develop the design of our brochures, our
4 program guides. They coordinate all of our -- like for
5 example when I said that we collaborate a lot with all of
6 our stakeholders, we have like different committee. We
7 have our Training Committee. We have our Program
8 Committee. We have our Steering Committee. And the
9 coordination of all that takes time and effort. She sets
10 up all of our conference calls. She does all of our site
11 visits. She coordinates all of the -- when we have 12
12 sessions going on, that means contacting possibly 24 to 36
13 speakers. It's coordinating the logistics of all of those
14 speakers developing their --

15 ACTING CHAIRPERSON MULE: It's just overall
16 conference coordination.

17 MS. YEE: It's overall conference planning. And
18 then also to pay for the hotel -- well, we subsidize part
19 of the hotels for the grantee and the food.

20 ACTING CHAIRPERSON MULE: Okay, thank you.

21 GRANTS AND CERTIFICATION SECTION I SUPERVISOR
22 CORNWALL: Let me -- Bonnie Cornwall again -- add that we
23 anticipate this conference is going to be in southern
24 California. And the rates have been more expensive
25 historically for us to do it in southern California.

1 ACTING CHAIRPERSON MULÉ: Okay, thank you.

2 On the next item, the \$85,000 for outreach
3 premiums and printing. You had mentioned a tool kit, and
4 so could you explain to me what that tool kit is? What is
5 it? What's it look like? How is it used? Who's your
6 target?

7 MS. YEE: The contract that we have right now is
8 with -- to do outreach to increase the number of certified
9 collection centers that we have. Part of that contract is
10 to develop materials that local jurisdictions can use to
11 recruit more certified collection centers. And the
12 certified collection centers can be -- what we're most
13 familiar with are places like Auto Zones, Kragens, Pep
14 Boys. But it could be a small mom and pop auto shop or it
15 could be a gas station, or anyone who can set up a
16 collection center.

17 So the tool kit really is informational,
18 brochures, materials for the local jurisdictions to
19 understand how to recruit new certified collection centers
20 as well as for the certified collection centers in terms
21 of how they can administer it. So I can't say that I know
22 exactly what all the pieces of it are yet, because we're
23 in the process of developing it. And also as Office of
24 Public Affairs creates their tool kits for the 3 different
25 wastestreams they have, we'll see what it is that we can

1 actually utilize from that.

2 ACTING CHAIRPERSON MULÉ: Okay. Well, because I
3 just have a concern about those dollars being allocated,
4 because what I'm reading here is that those dollars would
5 be used to work with the Office of Public Affairs to
6 develop a statewide motivational used oil filter recycling
7 message. And so are we going to be using those dollars
8 for that and trying to --

9 MS. YEE: Well, some of the things that we do is
10 like, for example, when local jurisdictions pass out oil
11 containers or funnels, we have labels that we provide to
12 them that they can stick on to say that it's, you know,
13 part of the Used Oil Program. So right now it's an oil
14 drop with a 1-800 number on it.

15 If we should change our logo or we should have a
16 different message on it, all those labels will have to
17 changed. So part of the money will go towards labeling,
18 part of it up will be updating our fact sheets that we
19 have already in-house, brochures that we have, as well as
20 sometimes we advertise in trade magazines. If we're
21 trying to target recycling with the agricultural
22 community, we might put an add in Farm Bureau magazine or
23 something.

24 So it's not like we have set in stone all the
25 things that we're going to be spending our print material

1 on, but these are kind of the different things that we
2 have in the past and it really just kind of depends what
3 we have.

4 ACTING CHAIRPERSON MULÉ: So basically you're
5 saying that -- you're asking for these dollars to be
6 allocated --

7 MS. YEE: In anticipation --

8 ACTING CHAIRPERSON MULÉ: -- and you just don't
9 really have a plan yet.

10 MS. YEE: It's an anticipation of -- some of the
11 stuff we do every year and other stuff is an
12 anticipation of what might be changing.

13 ACTING CHAIRPERSON MULÉ: Okay. Can I -- because
14 I want to make sure I understand how this is going to
15 work. So then will you be working with the Office of
16 Public Affairs to develop a plan and get, you know -- so
17 we know that \$5,000 is going towards the new logo or new
18 branding, whatever we call it; you know \$10,000 is going
19 to go towards, you know, print; \$20,000 is going to go to
20 targeted advertising?

21 I mean, I'm just -- I just don't understand what
22 we're trying to do based on

23 DEPUTY DIRECTOR LEE: I understand. Perhaps I
24 can comment on that, Madam Chair.

25 First of all, the overall level of expenditures

1 in the \$70,000 to \$80,000 range is what we've historically
2 spent for these particular items in the past. I think the
3 main difference, which we tried to reinforce in this
4 year's item, again, is the close working relationship
5 we're going to have with OPA on this. So, you know,
6 basically anything that smacks of outreach, you know, we
7 go through them for, you know, a thumbs up if you will.

8 So we can assure you that again depending on what
9 their needs are, that we will be working very closely and
10 cooperatively with them, you know, on this area.

11 ACTING CHAIRPERSON MULE: So this is your
12 printing budget then?

13 DEPUTY DIRECTOR LEE: I think it's --

14 MS. YEE: Yes.

15 ACTING CHAIRPERSON MULE: I'm still not clear on
16 how this is going.

17 MS. YEE: Because we have like fact sheets on --
18 used oil fact sheets that we pass out to our local
19 jurisdictions or we might have a fact sheet about paint,
20 oil filters. You know, just any kind of information that
21 we want to distribute to our local jurisdiction to educate
22 them.

23 DEPUTY DIRECTOR LEE: Madam Chair, what we can do
24 is, you know, talk with OPA again, and -- like I said,
25 some of their plans, you know, still aren't firmed up, but

1 we can go back and see historically and delineate more
2 closely, you know, where we've spent money, how this money
3 has been spent in the past and then also see if we can get
4 some additional guidance from OPA on, you know, what they
5 believe that their needs are going to be for this upcoming
6 year and bring that back before the Board next week.

7 ACTING CHAIRPERSON MULÉ: Okay, yeah, because
8 again I'm going to ask a similar question regarding the
9 advertising in the Department of Motor Vehicle driver
10 handbook. I mean, you said it's been effective, but we --
11 have we measured the effectiveness? Do we know how
12 effective, how successful it's been?

13 Because I'm just wondering if we can't take those
14 dollars and use those in a different way in terms of
15 targeted advertising. I'm just not convinced that this is
16 the way to go.

17 DEPUTY DIRECTOR LEE: On the issue on the DMV,
18 you know, I think of the various advertising venues that
19 we have, we feel that DMV is probably one of the best.
20 You know, given the fact that it's, you know, targeting
21 the immigrant, you know, population. It includes them as
22 well. You know, people that are often -- you know, are
23 new to the state looking to establish -- get a driver's
24 licenses, you know, this gets the information in front of
25 them, you know, the strong used oil recycling message.

1 It's in various languages, which our previous research has
2 indicated we need to target.

3 We feel that it, you know, from what we know
4 about media advertising, this is one of the more
5 effective. Your question was have we evaluated it? No.
6 We're basically going on what we understand. It makes
7 good media outreach. And although the program does have a
8 -- you know, we are trying to shift the program more away
9 from direct media advertising to more of a social
10 marketing approach, we do believe that, you know, some
11 media advertising is beneficial. And we believe this is
12 the best of the various media-related proposals that have
13 come before us over the years.

14 ACTING CHAIRPERSON MULÉ: Okay. Well, I'm not
15 going to belabor that one either. And then the next item,
16 the \$120,000 to assess the effectiveness of voter oil
17 recycling education and outreach at the marinas. You
18 know, I've mentioned this before, the way that I would
19 like to see this -- and I guess this is part of our whole
20 grants process -- is that when we award a grant, any
21 grant, I think that one of the criteria that should be
22 included in every Request For Proposal is an evaluation
23 criteria.

24 Because how are we going to know if we were
25 successful if we don't have an evaluation component

1 included in every single Request For Proposal and every
2 grant that's awarded. And so my question here is I know
3 that we've provided grants to, again, as I mentioned
4 Western Riverside Council of Governments, and so have we
5 not included an evaluation component in those previous
6 grant awards?

7 GRANTS AND CERTIFICATION SECTION I SUPERVISOR

8 CORNWALL: Yes, we do have an evaluation component in
9 those. And each year we get collection data from all the
10 block grantees. And they break out how much oil was
11 collected at marinas, at airports, et cetera.

12 In the case of Western Riverside, the facility
13 was built near the end of the grant term, which is pretty
14 common. The grants usually take much of the time to build
15 the facilities. Luckily for us because we have the
16 grant -- because we have the block grant program work with
17 every jurisdiction, we are able to get the evaluation data
18 years after we actually do the project.

19 That's not always the case in some of the other
20 grants, because we have no leverage on the grantees years
21 after the grant term.

22 However, in this particular instance, the project
23 that we're proposing really builds on the success of the
24 Western Riverside project and others. What we find when
25 you look at our process of increasing the productivity of

1 the grantees, is that typically they are a number of early
2 innovators who do an innovative project. Western
3 Riverside is an example of someone who heard about the
4 project at one of the info exchanges or the conference and
5 took it on on their own.

6 The jurisdictions that do that, you know, may be
7 less than 10 percent of them. So what do we do about the
8 other 90 percent that probably should have these kind of
9 programs in their communities?

10 So our feeling was that we needed some sort of
11 statewide strategy that prioritized the different marina
12 locations, so that our grant managers could, through their
13 technical assistance, work in those communities where
14 there are marinas without collection facilities, and use
15 existing block grant dollars to construct some of those
16 facilities.

17 But we really need some sort of overall plan and
18 strategy to assess where we should put our technical
19 assistance efforts. And we believe that's what this
20 particular contract will give us.

21 In addition, we're partnering with a new agency,
22 Boating and Waterways, that has been somewhat reluctant to
23 dive into this, if you will. And we think this really
24 helps to bring them on board, so that it becomes a core
25 part of their activities.

1 So I think while we talk about -- and maybe the
2 title is a little bit wrong in the initial item -- while
3 we're looking to aggregate all the assessment data from
4 the different evaluations, that's another thing that
5 happens. In the grant programs, you individually evaluate
6 each program, but then you have to aggregate that data and
7 make comparisons, and see why is this one different from
8 that one and what's the overall story?

9 So we're really hoping to have that all pulled
10 together with this contract, and as I said, then give our
11 staff the tool and strategy to go back out and actually
12 work with those marinas using existing dollars from the
13 block grant program.

14 COMMITTEE MEMBER PETERSEN: Excuse me, but the
15 marinas traditionally have not been on board? There's
16 very few that are participating in the programs?

17 MS. YEE: Right. There's over like 500 marinas
18 wide and only less than 200 really have collection sites
19 now, so it's about 33 percent.

20 COMMITTEE MEMBER PETERSEN: Wow. That's a good
21 target. Okay, great.

22 DEPUTY DIRECTOR LEE: Madam Chair, is there some
23 way that we could make this particular item more
24 palatable. I'm hearing that you wanted to see a stronger
25 emphasis on evaluation, which I believe we intend to

1 include.

2 ACTING CHAIRPERSON MULÉ: I think, yeah, there
3 were a number of things that, you know, first and foremost
4 is I think we need to -- or I think it would be a good
5 idea if you could work with the Office of Public Affairs
6 to flesh this out a little bit more. I read one thing.
7 I'm hearing another thing. And so what I would like to do
8 with the concurrence of the Committee is to have this come
9 back to us to the full board next week, if that's okay,
10 because I just think that there's -- I'm reading one
11 thing, but I'm hearing another thing. And I just want to
12 make sure that we're clear as to what we're spending this
13 \$622,000 for, because this is a lot of money.

14 And I want to make sure that it's thought out and
15 that we're thinking about the bigger picture and how this
16 fits into our overall goals. And I'm just not making that
17 connection right now, as the item is presented to me.

18 DEPUTY DIRECTOR LEE: I understand. We'll take
19 another cut at this and, you know, try and flesh it out at
20 the Board meeting next week.

21 ACTING CHAIRPERSON MULÉ: Thank you very much.

22 Okay, our next item.

23 DEPUTY DIRECTOR LEE: Committee Item C, Board
24 Item 9 is Consideration of Scope of Work and Agreement to
25 Conduct Tire Forums Throughout The State of California,

1 Tire Recycling Management Fund Fiscal Year 2005/6.

2 The item before you today is to implement Board
3 direction as received during the Five Year Tire planning
4 review and approval process and to confirm the \$100,000
5 funding allocation to support this program.

6 Specifically, we are proposing to conduct on an
7 as-needed basis with the assistance of a contractor a
8 series of forums and seminars to advise, educate and
9 interact with stakeholders on a variety of tire issues.
10 In accordance with Board direction in the May 2005 5 Year
11 Plan revision, this proposal is a departure from the
12 single event conference venues which had been a staple of
13 earlier 5-year plans.

14 I'll now ask Victoria Rocha to make the remainder
15 of the staff presentation.

16 MS. ROCHA: Good afternoon, Committee Members. I
17 am Victoria Rocha from Tire Management Branch of the
18 Product Promotion and Assistance Section. This
19 presentation is for Committee Item C, Consideration of
20 Scope of Work and Agreement to Conduct Tire Forums
21 Throughout the State of California.

22 --o0o--

23 MS. ROCHA: The purpose of these tire forums is
24 to promote alternatives to landfill disposal of used and
25 waste tires, to increase awareness of the California

1 Integrated Waste Management Board enforcement policies and
2 to promote a forum for the interactive discussions of
3 solutions to waste tire problems.

4 The Board approved the 5-year plan allocating
5 funds for fiscal year 2005/2006 for \$100,000.

6 --o0o--

7 MS. ROCHA: During the 5-year plan process, the
8 Board determined that smaller venues would be more cost
9 effective and conducive towards the direction and vision
10 of the Board. The forums will collaborate with League of
11 California Cities, Rubber Pavements Association, Chambers
12 of Commerce, U.S. EPA's Resource Conservation Challenge
13 and Border 2012 to name a few.

14 This agreement will allow the Board the
15 flexibility to respond more quickly as events arise.

16 --o0o--

17 MS. ROCHA: These tire events may take the form
18 of regional trainings, workshops, statewide mini
19 conference or collaborations with existing venues and will
20 provide attendees with up-to-date information on the
21 Board's waste tire management processes that most affect
22 that audience.

23 These forums will provide venues to discuss
24 individual aspects of waste tire management processes,
25 including hauling, manifests, cleanup, proper disposal,

1 recycling technologies and research and market development
2 activities.

3 --o0o--

4 MS. ROCHA: Staff recommends that the Board
5 approve the scope of work and California State University,
6 Sacramento as contractor for the tire forums and adopt
7 Resolution number 2005-322.

8 This concludes my presentation. Thank you. And
9 do you have any questions?

10 ACTING CHAIRPERSON MULÉ: Do we have any
11 questions?

12 COMMITTEE MEMBER PETERSEN: No, I'm fine.

13 ACTING CHAIRPERSON MULÉ: Board member Peace?

14 BOARD MEMBER PEACE: Do you have any idea of
15 forums you'll be able to have with this \$100,000?

16 WASTE TIRE MANAGEMENT MANAGER DELMAGE: Well,
17 we're looking at anywhere from 6 to 10 forums. My name is
18 Mitch Delmage. I'm the manager of the tire branch.

19 BOARD MEMBER PEACE: I was happy to see this item
20 and to try it this way, because I think this is going to
21 work where we can be more focused on the different areas,
22 whether it's RAC, whether it's enforcement issues, so I'm
23 happy to see this.

24 WASTE TIRE MANAGEMENT MANAGER DELMAGE: Thank
25 you.

1 ACTING CHAIRPERSON MULÉ: Thank you. I, too, am
2 happy to see that we're moving in this direction and we're
3 reaching out to certain targeted audiences.

4 So thank you very much. It's a good job.

5 And do I have a motion?

6 COMMITTEE MEMBER PETERSEN: I so move.

7 ACTING CHAIRPERSON MULÉ: Board Member Petersen
8 moves Resolution 2005-322 and I second that.

9 Would you please call the roll.

10 COMMITTEE SECRETARY BALLUCH: Petersen?

11 COMMITTEE MEMBER PETERSEN: Aye.

12 COMMITTEE SECRETARY BALLUCH: Mulé.

13 ACTING CHAIRPERSON MULÉ: And so we have 2 ayes.
14 And one -- that's it. So I guess we can move this one on
15 to fiscal consent.

16 DEPUTY DIRECTOR LEE: Thank you, Madam Chair.

17 ACTING CHAIRPERSON MULÉ: Thank you.

18 And our next item, Jim.

19 DEPUTY DIRECTOR LEE: Committee Item D, Board
20 Item 10 is Presentation of Results of Work Performed in
21 Accordance With Interagency Agreement IWM-04055 with San
22 Jose State University Foundation to Develop a Model for
23 Use of Currently Available Satellite Imagery to Locate
24 Waste Tire Piles in California.

25 Staff believes that the results of this work are

1 very encouraging and that satellite imagery can be a
2 useful adjunct or supplement to our current surveillance
3 activities.

4 If the Committee concurs with staff's assessment,
5 we will come back to you at a later time with a
6 consideration item for integrating this surveillance tool
7 into our overall enforcement program.

8 I'll now ask Darryl Petker to introduce the
9 contractor to make a short presentation

10 (Thereupon an overhead presentation was
11 Presented as follows.)

12 MR. PETKER: Thank you, Committee members. My
13 name is Darryl Petker. I work in the Special Waste
14 Division.

15 I'll just take a couple seconds, a little brief
16 history for Mr. Petersen. We've been working on this for
17 about a year. The thought was to provide an additional
18 tool for enforcement personnel to kind of keep an eye on
19 wastetire piles as they grow, monitor or locate new ones
20 in isolated areas throughout California.

21 The contractors will kind of give you our results
22 as we went, but the idea again was to provide an
23 additional tool which Mr. Lee talked about. I think it's
24 promising. It looks good. So we're eager to hear what
25 you have to say.

1 So with that, I'll introduce Catherine Huybrechts
2 -- Catherine, come on up -- who will give the presentation
3 and then we'll be around for any questions. Again this is
4 a presentation. We're not asking you to make a decision.
5 Thank you.

6 MS. HUYBRECHTS: Good afternoon. My name is
7 Catherine Huybrechts and I'm the project manager for the
8 Detecting Waste Tires Project.

9 The California Integrated Waste Management Board
10 commissioned NASA Ames Research Center DEVELOP program to
11 conduct this pilot project. And we received
12 administrative support from San Jose State University
13 Foundation.

14 Becky Quinlan, who's seated behind me, was my
15 project colleague. She and I are interns at the DEVELOP
16 program, which will be explained further on the next
17 slide.

18 Our mentors at NASA are Cindy Schmidt and Dr. J.
19 Skiles. Darryl Petker is the project coordinator
20 representative for the Waste Board.

21 --o0o--

22 MS. HUYBRECHTS: The DEVELOP program is a student
23 led student run internship program, which produces earth
24 science-based pilot research projects with supervision
25 from NASA scientists.

1 We combined field work with NASA facilities,
2 techniques, computers and technology. Our projects are
3 directed towards community development, management, local
4 policy and/or environmental issues in support of
5 decision-support tools.

6 --o0o--

7 MS. HUYBRECHTS: As the Committee is aware,
8 concern for this issue lies in the fact that waste tire
9 piles pose potential environmental threats in the form of
10 toxic fires and mosquito habitat. Previously techniques
11 used to find tires have included CHP aerial surveillance,
12 communication with local contacts, file and records checks
13 and follow-up on location tips.

14 --o0o--

15 MS. HUYBRECHTS: The goal of this pilot project
16 was to use commercially available high resolution
17 satellite imagery to locate and map illegal waste tire
18 piles in 2 climate regions of California. To accomplish
19 this goal, we used the following techniques and tools:
20 Standard image analysis methods; pertinent geospatial
21 technology and computer automation.

22 We designed our methods with this, objective
23 create a methodology with end-user functionality that
24 rapidly and consistently analyzes satellite imagery.

25 --o0o--

1 MS. HUYBRECHTS: At the beginning of the project,
2 we conducted an extensive survey of government agencies
3 across the nation and Mexico in order to gain a
4 comprehensive understanding of current and previous
5 techniques and technology used to locate tire piles. We
6 found no employment of computer assisted analysis or use
7 of satellite imagery to locate waste tire piles.

8 The map displayed is a picture of those states
9 which expressed interest in automating the process of
10 locating and mapping tire piles. Constituents in Mexico
11 also expressed interest in the technology.

12 --o0o--

13 MS. HUYBRECHTS: One of the benefits to using
14 satellite imagery is an ability to see features that are
15 not visible to the naked eye.

16 The 4 images on this slide illustrate how one
17 landscape or area can vary when viewed -- pardon me, can
18 vary when viewed using different wave lengths of light,
19 which are inherent to satellite imagery.

20 Panchromatic refers to a gray scale light.
21 "True" Color is how humans see color. Near- and
22 mid-infrared refer to different color combinations of
23 light wave lengths. These color combinations are tools
24 that allow us to search or identify different aspects of
25 the terrain.

1 The Landsat TM satellite is owned and operated by
2 the U.S. government. In this project we used commercially
3 available space imaging IKONOS satellite imagery, which
4 has a much higher spatial resolution than Landsat.

5 --o0o--

6 MS. HUYBRECHTS: Our study areas chosen by CIWMB
7 include 2 climatic regions of California, coastal and
8 desert. The 4 images on the screen are the actual study
9 areas sites. These images you see are displayed in color
10 infrared, which means that all vegetation appears red.

11 Each site encompasses over 100 kilometers squared
12 or approximately 62 miles squared. At all 4 sites the
13 Waste Board provided us with at least one waste tire pile
14 to calibrate our methods. Field work was also conducted
15 at Sites 2, 3 and 4 to further understand the study areas.

16 --o0o--

17 MS. HUYBRECHTS: We visited study areas in both
18 regions to observe typical characteristics of the land
19 cover, the climate region and waste tire piles. At sites
20 1 and 2, the coastal climate, tires are primarily used to
21 control erosion.

22 In sites 3 and 4, the desert climate, tires are
23 primarily used on agricultural land as wind breaks, on
24 abandoned property or as fences. During field work, we
25 met with field inspectors, which was very important to the

1 success of our project. The discussion between
2 inspectors, managers and our team was beneficial to
3 understanding tire piles and land-use patterns in a manner
4 that could only be ascertained with firsthand knowledge.

5 --o0o--

6 MS. HUYBRECHTS: This slide illustrates the
7 methodology we created to automate the process of
8 identifying waste tire piles in satellite imagery. We
9 call this process the TIRE model. TIRE stands for Tire
10 Identification from Reflectance. This sole input to the
11 TIRE model is a satellite image. The model eliminates
12 over 99 percent of the image leaving behind only dark
13 pixels containing tires and other spectrally similar
14 objects.

15 The remaining 1 percent of pixels are visually
16 analyzed in conjunction with the original image to make
17 the final product, a map of tire sites tailored to CIWMB
18 inspector's needs.

19 The picture on the right is displayed in color
20 infrared, which means vegetation, in this case blackberry
21 and other riparian bushes appear reddish pink. The gray
22 tan color is dry grass, and the green pixels represent the
23 output from the TIRE model superimposed on top of what are
24 2 very large tire piles.

25 The blue-gray outline around the vegetation and

1 tires is a fire road. This site, on a family farm in
2 Sonoma, was used for calibration and model development.

3 --o0o--

4 MS. HUYBRECHTS: This slide animates the 4 steps
5 involved in processing imagery for waste tire piles. The
6 reference image is of Sonoma county.

7 First, a satellite image is input to the TIRe
8 model. Second, the TIRe model identifies the darkest
9 features in the image, including tires. The green pixels
10 equal output from the TIRe model. The red arrows were
11 added for easy reference to the TIRe model output.

12 Third, the analyst uses visual analysis
13 techniques to distinguish tires from other dark features.
14 Purple circles equal known tire sites, orange circles
15 equal new tire sites.

16 Fourth, a hard copy map of the final results is
17 produced for field inspectors and managers.

18 --o0o--

19 MS. HUYBRECHTS: This is an example of one of the
20 hardcopy maps that we produced for the Waste Board. Each
21 map is approximately 3 by 3 feet and features known and
22 suspected waste tire sites, a grid coordinate system, and
23 a road layer for navigation in the field. Parcel maps can
24 be displayed on these hardcopy maps so property ownership
25 is known.

1 The yellow circles represent sites that were
2 identified with the TIRe model. The green circles
3 represent sites that were known to CIWMB.

4 The inset is provided to allow for a detailed
5 review of the map. We also produced a written list of the
6 suspected tire sites, with longitude latitude coordinates
7 for each study area.

8 --o0o--

9 MS. HUYBRECHTS: This slide features the
10 statistics compiled to date on the accuracy of our methods
11 and the TIRe model. To test the validity of the
12 technology, the Waste Board established at least 3 target
13 sites per study area, which remained unknown to NASA for
14 the duration of the project. This state is shown in the
15 first row.

16 The second row displays the results from the --
17 I'm sorry. The second row displays the results from the
18 TIRe model's ability to identify the target sites at each
19 study area. The third row displays our identification of
20 at least one new waste tire pile in both Sonoma West and
21 Coachella --

22 --o0o--

23 MS. HUYBRECHTS: -- which were previously unknown
24 to CIWMB. Data is still being collected for the study
25 areas, and there is a possibility that more waste tire

1 piles will be located.

2 The TIRE model produced false positives at each
3 study site. False positives were commonly attributed to
4 shadows, water, debris piles and features with TIRE model
5 content, such as black tarps, polyethylene tubing and
6 parking lots. Continued communication with field
7 inspectors will dramatically reduce the number of false
8 positives.

9 --o0o--

10 MS. HUYBRECHTS: The benefits of this technology
11 are as follows: It reduces time required by CHP and
12 others to initially survey a region for tire sites and
13 increases inspectors/managers time for mediation of sites;
14 it provides a synoptic, geographically accurate survey of
15 an area; Geographic Information Systems, or GIS, used to
16 create the hardcopy maps can be customized to inspector's
17 and manager's geospatial and visual preferences.

18 We would like the Committee to know that
19 satellite imagery is a readily commercially-available
20 product, and that this unique technology may be further
21 developed for use in locating and mapping environmental
22 nuisances, such as oil spills, landfills or other
23 waste-related issues.

24 --o0o--

25 MS. HUYBRECHTS: In conclusion, there are 3

1 points that I would like to bring to the attention of the
2 Committee.

3 First, effective communication between analysts
4 and inspectors is essential to successful results.

5 Second, the model accurately located all waste
6 tire piles used for testing and located at least 2 new
7 sites.

8 Third, our project was completed on time and
9 within budget.

10 And lastly, I would like to say on behalf of
11 myself and my team at NASA, it was a pleasure working with
12 this Special Waste Committee, Mr. Darryl Petker and your
13 associates within CIWMB. We are pleased with the results
14 of this work and we thank the Committee for the
15 opportunity to develop such a technology.

16 Thank you.

17 Any questions?

18 ACTING CHAIRPERSON MULÉ: Thank you, Catherine.

19 Questions?

20 COMMITTEE MEMBER PETERSEN: I think this is
21 really neat. We can go get the bad guys. This is great.

22 I have one question though, if you're color blind
23 and you're in this thing, you're out of business, right?

24 (Laughter.)

25 MS. HUYBRECHTS: Yeah.

1 COMMITTEE MEMBER PETERSEN: I'm out of business.

2 ACTING CHAIRPERSON MULÉ: Board Member Peace.

3 BOARD MEMBER PEACE: I just had one question, how
4 big do the tire piles have to be in order to be picked up
5 and can you calibrate that number also, like if you wanted
6 to pickup anything over 1,000 tires or anything over 500
7 tires?

8 MS. HUYBRECHTS: We were able to locate tire
9 piles that were as small as 100 tires. It gets difficult
10 when they're smaller than that. The spatial resolution of
11 the imagery is 4 by 4 meters, about 12 by 12 feet. And it
12 helps if the tires are condensed into one particular
13 location rather than just spread all over the ground.
14 About 100 tires is the very best we can do. If you get --
15 there's a higher spatial resolution satellite imagery
16 available, but it's more expensive. So with this
17 particular imagery, that was as good as we got, but that
18 was --

19 MR. PETKER: If I might add, the target value
20 that we gave them was all tire piles over 500. And in the
21 target areas, we didn't pick all of the areas that had 500
22 tires, we just gave them a select few to target. But
23 anything over 500 the maps came up with. And there were
24 some other that were lower that they also found.

25 ACTING CHAIRPERSON MULÉ: Good.

1 BOARD MEMBER PEACE: And when you talk about
2 expense, I think this is expensive, so it wouldn't be like
3 we'd go out and do the whole State, so we're just going to
4 what according to what our inspectors -- our waste tire
5 inspectors think there might be a problem in a certain
6 area, then we'll go and we'll say we want you to check
7 this little particular area?

8 MS. HUYBRECHTS: Ideally that's exactly how we
9 can do it. And we can get archived or new imagery, both
10 are available for a particular region. You can get
11 anywhere from, I think, the smallest area is about 40
12 miles squared and then anything larger than that. You can
13 have the whole State mapped. That would be more expensive
14 and it's not necessarily what we need or what the Board
15 needs. So targeted would be the best.

16 BOARD MEMBER PEACE: Right. Okay, thank you.

17 MR. PETKER: We will be coming up with some costs
18 in the final report. They're putting the end on it, and
19 we'll have some numbers that give general guidelines of
20 what those costs might be depending on the size that we're
21 looking at.

22 ACTING CHAIRPERSON MULÉ: Thank you.

23 Thank you, all. Good work. Thank you.

24 DEPUTY DIRECTOR LEE: Thank you, Madam Chair.

25 ACTING CHAIRPERSON MULÉ: Okay, next item.

1 DEPUTY DIRECTOR LEE: Committee Item E, Board
2 Item 11 is Update, Status and Consideration of Options and
3 Allocations for Remediation of Groundwater Contamination
4 at the Tracy Tire Fire Site, Tire Recycling Management
5 Fund Fiscal year 2005/6.

6 Staff had expected that we would be concluding
7 remediation activities of the Tracy site by December of
8 this year, and within the funds currently allocated to the
9 project. However, unanticipated groundwater problems
10 recently discovered at the site have required that we
11 revise our time schedule for project completion and that
12 we request additional funding consideration. I'll now ask
13 Todd Thalhammer and Bob Fujii to complete the remainder of
14 the staff presentation and provide more detail about the
15 circumstances surrounding this development.

16 ACTING CHAIRPERSON MULÉ: Thank. Good afternoon,
17 Todd.

18 MR. THALHAMMER: Good afternoon, Madam Chair and
19 Board Members. Todd Thalhammer, Integrated Waste
20 Management Board.

21 This is kind of a long item. We'll kind of throw
22 everything in here, including the kitchen sink, but this
23 is an update, a status and consideration of options and
24 allocations for remediation of the groundwater
25 contamination at the Tracy Tire Fire site.

1 --o0o--

2 MR. THALHAMMER: I'll quickly provide a summary;
3 we'll talk quickly on the status of the contaminated
4 groundwater that we did discover at Tracy; some
5 alternatives to handle that issue; and we also will
6 discuss funding options for the Board.

7 --o0o--

8 MR. THALHAMMER: To provide you with a status --
9 okay, we're going good. We've met the cleanup goals for
10 the hazardous waste on the entire 50 acres. So the site,
11 as far as the heavy metals is concerned, has been
12 completed. We've removed 98 percent of the Class II
13 contaminated soils, which is all pyrolytic oil saturated
14 material. Unfortunately, for us in late August we
15 discovered along the north particular slope of the
16 facility that we had groundwater contamination.

17 Just as a side note in the next slide you'll see
18 last week we were doing site restoration and grading and
19 preparing the site for closure, we discovered 4 drums on
20 one of the sites. So just to kind of give you a
21 perspective, we had an owner of a facility that, shall we
22 say, did not comply with, shall we say, normal regulations
23 what it came to just his even used oil. So this was
24 actually as of last week, so we're continuing to, shall we
25 say, discover unknowns even just doing light grading.

1 --o0o--

2 MR. THALHAMMER: So project to date, contractors
3 have removed a total of 382,000 tons. And I'll kind of
4 give you a perspective of what that means in a minute.
5 Seven hundred and thirty thousand tons of Class I
6 hazardous waste was shipped to Kettleman; 200,000 tons was
7 shipped to a facility in Stockton; and 144,000 tons of
8 altered tires were also shipped. So we actually did find
9 some buried tires that didn't burn. It took me a little
10 while but I found them. To give you an idea of what that
11 took, it was 15,943 truck trips.

12 --o0o--

13 MR. THALHAMMER: So what does that mean?

14 Well, if one is to use the Cal EPA building, it's
15 a gross of 950,000 square feet. Waste would be over 7
16 foot -- 7 feet of waste on each floor.

17 Using a football field, the waste would be 119
18 feet or up to the 8th floor of the Cal EPA building.

19 Using the number of haulers to remove the waste,
20 one could park trucks end to end from downtown Sacramento
21 to downtown Oakland and back. Okay, so we shipped over
22 150 miles one way of waste from one tire fire.

23 To give you a perspective of what that was, that
24 was about 8 million tires that caught fire.

25 --o0o--

1 MR. THALHAMMER: So that was the good news.

2 The remaining issues we have. Soil contamination
3 and groundwater contamination. The discovery of both of
4 the plumes and alternatives to deal with these issues.

5 --o0o--

6 MR. THALHAMMER: I'm going to provide a little
7 history and a little perspective of where we've been and
8 how we got to where we are. So some of the questions in
9 the past is, you know, how did we find or how did we miss
10 this groundwater or this additional contamination. So
11 we'll go through this.

12 Just after the fire was suppressed by the CIWMB,
13 U.S. EPA took over the project to do the site
14 investigation. They installed 4 groundwater wells as you
15 can see in red.

16 ACTING CHAIRPERSON MULE: And Todd, when were
17 they installed?

18 MR. THALHAMMER: They were installed basically
19 late 2000 early 2001, the 4 groundwaters. They had also
20 assumed the groundwater flow was in this collection
21 towards Monitoring Well 1.

22 After they were installed and they were sampled,
23 we determined the groundwater was actually flowing the
24 other -- about 15 to 30 degrees the other direction. So
25 in consultation with the regional water board and our

1 consultant LFR, we elected to install an additional well.

2 ACTING CHAIRPERSON MULE: We installed that or
3 the Water Board installed it?

4 MR. THALHAMMER: Yes, we did. We installed well
5 number 5.

6 ACTING CHAIRPERSON MULE: Can I ask why the
7 EPA -- how the U.S. EPA got phased out of that or how did
8 come they were no longer involved in that?

9 MR. THALHAMMER: EPA, during the fire,
10 basically -- the Board took the forefront of actually
11 suppressing the fire, so we took over the expenditure of
12 the fire. Part of that deal was we would put the fire out
13 if U.S. EPA would come in and do the Phase 1 site
14 investigation for us. That was an agreement we made with
15 them. So we put the fire out, they did the Phase 1
16 investigation.

17 Just to give a little perspective on this, we
18 have sampled this series of wells 8 different times for 3
19 years. We've had non-detects out of all the wells. So no
20 volatile organics, semi-volatile organics, no TRPH. So we
21 were fairly confident at the time when we came to the
22 Board that there was no groundwater contamination.

23 --o0o--

24 MR. THALHAMMER: Now, this will give you a
25 perspective of after all the Class I was removed, where

1 did we have pyrolytic oil contamination throughout the
2 site?

3 All this areas in yellow were areas that we have
4 excavated pyrolytic oil out from.

5 --o0o--

6 MR. THALHAMMER: This is a close up of the area
7 of the groundwater contamination. We have a series of
8 wells. You can see to your right-hand side. This MW-2
9 was at 0. MW-1, which as at the top of site, it was at 0.
10 MW-5 was 0. MW-7 is basically 120. These are micrograms
11 per liter. The cleanup goal for this particular project
12 is 100 micrograms per liter, that's parts per billion,
13 just for quick conversion.

14 To give you an idea, once we found the
15 groundwater contamination, next to MW-6, we immediately
16 installed an additional well. And we have had levels in
17 that well that started at 1,000. They are now down to
18 330. To define this plume, we put in Soil Boring 1 and
19 Soil Boring 2. Unfortunately, we got the results back
20 approximately 3 weeks ago. Soil Boring 1 has 51,000
21 micrograms per liter of TRPH -- or TPH and Soil Boring 2
22 has 51,000.

23 So we feel that we've got the plume defined
24 basically because of the fact that we have a consistent
25 history with MW-5 and MW-1. So our plume is approximately

1 in this area here. The next slide will show that.

2 --o0o--

3 MR. THALHAMMER: The yellow is gone because it
4 has been removed. So this is exactly what is left at
5 Tracy. We have a spot approximately 120 feet long, 20 to
6 25 feet wide and about 5 feet thick. Now, in this
7 two-dimensional map it looks pretty easy. Unfortunately
8 for us there's about 85 feet of soil on top.

9 --o0o--

10 MR. THALHAMMER: This is what's going to have to
11 be removed in order to remove that lens of contamination.
12 In other words, in order to project the slope back, this
13 is what you'd have to remove.

14 --o0o--

15 MR. THALHAMMER: So let's look at a conceptual
16 cross section to kind of get an idea of what we're talking
17 about. The area in yellow was what we've excavated out at
18 Tracy. Throughout that fire pit, we've excavated all
19 this.

20 During August we came down. We hit groundwater.
21 We excavated 2 to 3 feet below groundwater. We dewatered
22 the zone first, excavated out the material and then
23 brought clean material back in.

24 As we were excavating this material, we realized
25 we had a pocket of material that was left. This is the

1 pocket that we're talk targeting with this particular cut
2 back. In order to cut this back, you can see with the
3 slope projection this is what we would have to take off.

4 There is one other spot on the site that we have
5 not met our cleanup goals and that's up on the upper bank
6 of this slope. We are going to basically leave that
7 material on the slope, because it didn't pose a risk to
8 both human health and the environment, because of the fact
9 it was up on a vertical slope. We're going to basically
10 note it on a deed restriction. So one of the benefits of
11 taking this material out of the below you also get the
12 material that was saturated in the side of the hill. Side
13 note.

14 --o0o--

15 MR. THALHAMMER: So the question is is how did
16 that material get there? So this next slide basically
17 shows the conceptual path of the oil. Now, mind you, that
18 when the Tracy tire fire burned, he had tires stacked to
19 the top of the hill. He would dump they off at the top of
20 the hill and they would basically stage themselves, just
21 basically based off of the angle at the bottom of the
22 hill. So we had about 60 to 65 feet of tires.

23 As the tires burn, it generates pyrolytic oil.
24 They go through fissures. And, of course, we had all
25 heard and we all knew, based upon the borings and

1 everything else that we had out there, that we had a very
2 thick clay layer protecting the groundwater.

3 --o0o--

4 MR. THALHAMMER: Unfortunately that was not true.
5 It's very rare in the environmental field, at least from
6 my perspective that you actually get to find the smoking
7 gun. And this next photo that will dissolve in, you will
8 see the smoking gun.

9 The entire site is surrounded by a clay layer
10 that is approximately 8 to 10 feet. However, exactly
11 where the tires were stacked to the tallest, the clay
12 layer went to a foot. So as the oil was draining through
13 the materials, you can see that it was directed here and
14 basically saturated through this 1-foot layer. And this
15 is the area that we're targeting for the removal.

16 --o0o--

17 MR. THALHAMMER: This will give you a perspective
18 from up top. You can actually see the clay layer
19 throughout the site, which is here, 8 to 10 feet. And of
20 course right where the tires were stacked the tallest is
21 where it thinned out.

22 This particular photograph is taken at a point
23 where we were looking at this embankment to try to
24 determine how much oil was actually coming out of the
25 embankment. So what you're actually looking at here is

1 not runoff. This is actually groundwater.

2 --o0o--

3 MR. THALHAMMER: This is a different angle to
4 give you a different perspective. This is the lens that
5 we're targeting. This is the material that would have to
6 be removed in order to get to that lens.

7 --o0o--

8 MR. THALHAMMER: Now, if this works, it's about a
9 45 second video, which will show you a few things. One
10 it's going to show you an excavator making a fresh cut
11 into the slope. You will see free product flowing out of
12 the slope.

13 Two, you will also see that product floating on
14 top of the groundwater. You will see the cut slope. And
15 in the last shot, you will see a distance of the entire
16 facility with the clay layer.

17 --o0o--

18 MR. THALHAMMER: Ah, technology. We can always
19 go to Plan B later -- no, okay, we'll go to Plan B.

20 --o0o--

21 MR. THALHAMMER: I will -- I've got Plan B for
22 you. What we'll do while we're working on Plan B is I
23 have James Eisert, who's our consultant, to discuss the
24 remedial alternatives. We have 3 alternatives for you.
25 When that's done, we will go ahead at the end of the

1 presentation, I have the video for you, we'll go to that
2 route as well.

3 So I have James Eisert from LFR.

4 MR. EISERT: Good afternoon. My name is James
5 Eisert.

6 ACTING CHAIRPERSON MULE: Good afternoon.

7 MR. EISERT: One thing that's not shown on this
8 slide is the objective of the remedial alternatives. And
9 the first think we want to consider is what the objective
10 is. In this case, it was 2-fold. The first objective is
11 to reduce liability of the State. And the second
12 objective is to enable property transfer.

13 So with that in mind, remedial alternative number
14 1 is monitor natural attenuation or MNA. As seen here on
15 the slide, it approximately takes 10 to 15 years for this
16 to occur given the oil in the water and near the source
17 area there. And the costs are approximately \$300,000.
18 That includes monitoring on a regular basis and reporting
19 and evaluating.

20 Now there's benefits and drawbacks. There's a
21 list of them, but the highlights of MNA. The benefits --
22 it's very low upfront cost. It's also a very common
23 remedial alternative.

24 The major drawback here is you can see the time
25 is going to be -- the project will be open for another 10

1 or 15 years as we're evaluating and monitoring. And so
2 that doesn't -- that makes it less likely for a property
3 transfer to take place.

4 Alternative 2 is excavation or where we go in and
5 actually remove the source. As you can see here the time
6 period is only 1 and a half months. And the cost is twice
7 as much, and the benefits and the drawbacks outlined here.

8 The benefit is that you go in and you remove the
9 source, thus the project is complete with minor follow up.

10 One of the drawbacks is its upfront cost and you
11 have to do earth work.

12 Alternative 3 is designing a light non-aqueous
13 phase liquid removal system. Now the time it adheres is
14 at least 5 years. The cost upfront is \$600,000 and that
15 includes long-term monitoring. Now, there's benefits and
16 drawbacks.

17 The benefits include that it's a designed system
18 for optimal removal of the oil in the groundwater and in
19 the smear zone of the soil.

20 The drawback is, there's several. There's
21 upfront costs. It's a complex system to design. And in
22 this case, the access if you've seen a cross-section is
23 very difficult to access. So it's not very likely to
24 work.

25 Additionally, if you have a removal system

1 installed, and you're waiting 5 or plus years to see if
2 it's going to work, the property transfer is not likely to
3 work.

4 If you have any questions, I think we're going to
5 have a question and answer session at the end, but I think
6 I'll hand it over to Todd.

7 Thank you.

8 ACTING CHAIRPERSON MULÉ: Thank you, James.

9 MR. THALHAMMER: Okay. We're on plan B. We'll
10 see if we can get the video to work.

11 MR. THALHAMMER: I've got a plan C, but it's a
12 lot of hand puppets and I don't really want to go there.

13 (Laughter.)

14 COMMITTEE MEMBER PETERSEN: Todd, you're a good
15 man.

16 MR. THALHAMMER: I'm a jack of all trades and
17 master of nothing.

18 (Thereupon a video was played.)

19 MR. THALHAMMER: What you're witnessing here is
20 the actual pyrolytic oil coming out from that cut slope.
21 I'm trying to provide you with a perspective from the field
22 is very difficult. What you have here is, like I said,
23 this whole lens is nothing. This is not groundwater.
24 This is oil.

25 Again, this is after approximately about 30

1 minutes. This is oil floating on top of the groundwater
2 that is basically interfaced.

3 Here, is the clay layer we have discussed before.
4 You can actually see it. There's some staining on the
5 slope. And this last shot, which you just actually exited
6 out of, was the clay layer continuing.

7 Continuing with the item.

8 --o0o--

9 MR. THALHAMMER: In order to fund this process,
10 we have a couple of possibilities. And I'm going to turn
11 this over to Mitch Delmage to discuss those issues.

12 ACTING CHAIRPERSON MULÉ: Thank you Todd.

13 Mitch.

14 WASTE TIRE MANAGEMENT MANAGER DELMAGE: Mitch
15 Delmage again. We've looked at some reallocation funding.
16 And we already have identified the life-cycle analysis for
17 tire management methods that was determined by the Board
18 that we wouldn't follow up on that particular project, so
19 \$250,000 is available.

20 ACTING CHAIRPERSON MULÉ: Did you say that the
21 Board determined we would not follow up?

22 WASTE TIRE MANAGEMENT MANAGER DELMAGE: We would
23 not do the life-cycle analysis as we had planned to do in
24 the 5-year plan. At the August meeting, I believe in
25 closed session, it was determined that we would not follow

1 up on that particular project because of the --

2 ACTING CHAIRPERSON MULÉ: I don't recall.

3 WASTE TIRE MANAGEMENT MANAGER DELMAGE: --

4 tire-derived fuel aspect of it.

5 ACTING CHAIRPERSON MULÉ: Okay.

6 WASTE TIRE MANAGEMENT MANAGER DELMAGE: We've
7 also identified another item in the 5-year plan,
8 identifying market demand for tire-derived products. We
9 will continue with that activity, but we'll roll it into
10 our existing business assistance program. So we'll pick
11 up any slack on that particular project through that
12 program. So we have another \$250,000.

13 We are continuing to look at other projects
14 within the 5-year plan that were anticipated for this year
15 to see if there's any another funds available. We're
16 looking also -- we have \$515,000 that we've set aside for
17 the Market Development Division, so we're working with
18 them to see if there's any projects that can be put off
19 till next year to identify the remaining \$200,000.

20 So we feel fairly confident that we can come up
21 with the required funding for option number 2, \$700,000
22 through projects that we can either defer or that we don't
23 plan to do.

24 ACTING CHAIRPERSON MULÉ: Okay. Well --

25 WASTE TIRE MANAGEMENT MANAGER DELMAGE: The

1 alternative, if we can't, would be getting funds from the
2 emergency reserve account.

3 ACTING CHAIRPERSON MULÉ: Okay. Mitch, so then I
4 just want to make sure I understand this correctly, so --
5 because I have our 5-year tire plan here. And I'm looking
6 at -- okay, so you're saying the project that we approved
7 in may via the biennial update of the life-cycle
8 assessment, we decided in closed session not to pursue
9 that?

10 WASTE TIRE MANAGEMENT MANAGER DELMAGE: Correct.

11 ACTING CHAIRPERSON MULÉ: And then the
12 identifying market demand for tire derived products. Are
13 you saying we haven't started that project at all?

14 WASTE TIRE MANAGEMENT MANAGER DELMAGE: We
15 have -- we have actually looked at it from a variety of
16 angles and we were already considering making it part of
17 the business assistance program, since it's so closely
18 aligned. And, in fact, during some of our interested
19 parties meetings and also during some of our 5-year plan
20 discussions, we had talked about expanding the business
21 assistance program to include not just helping individual
22 businesses, but to do some things that help all the
23 businesses in general, and this particular aspect fit very
24 well into that concept.

25 ACTING CHAIRPERSON MULÉ: Okay. So then I just

1 want to ask a larger question then, if we're looking at
2 funding, will you be providing the Board with a status of
3 all of those program, because again I guess I was under
4 the assumption that all of these projects were underway in
5 some way, shape or form. So now I'm hearing that some of
6 them haven't even really been started yet. So I was just
7 wondering if we're going to be getting an update on the
8 status of each of these programs that we have in the
9 5-year tire plan.

10 DEPUTY DIRECTOR LEE: We can certainly do that,
11 Madam Chair. Again, the reason we usually have money
12 available at the end of the year for reallocation is for a
13 variety of reasons. Not everything that the Board sets
14 forth in the 5-year plan, you know, we're able to
15 accomplish in that given year.

16 What Mitch has talked about, there's, you know,
17 the 2 years where we feel fairly confident, you know,
18 based on the discussions which have occurred that, you
19 know, there's money that, you know, we could recommend
20 that the Board reallocate for this Tracy problem.

21 ACTING CHAIRPERSON MULÉ: And I'm asking because,
22 you know, again then I go to page 30 of the report where I
23 see State agency partnerships to promote the use of tire
24 derived products. And we have \$400,000 there. And so
25 that might be some -- I mean, I'm just wondering what are

1 we going to do in terms of partnerships with other State
2 agencies for \$400,000 this year?

3 Again, that's why I'm asking what's the status of
4 each of these programs so that, you know, we can figure
5 our -- you know, again the Board, I think, would have a
6 better comfort level knowing, okay, we really haven't
7 done, you know, anything on this project. You know, and
8 I'm not here to say that's good or bad. I'm just saying
9 just to know that we haven't started up that project yet,
10 so there is \$400,000 available. And, again, I'm just
11 using that as an example.

12 WASTE TIRE MANAGEMENT MANAGER DELMAGE: Since
13 we're on that particular topic, on the State agency
14 partnerships, we have been in discussion with Parks and
15 Rec about doing rubberized asphalt type walkways. And so
16 we have been in discussions with other State agencies on
17 this particular one, but we have not entered into an
18 agreement, so that is an area that we can look at. And
19 that's what we want to do over the next few weeks is
20 identify which projects.

21 ACTING CHAIRPERSON MULÉ: Okay. And so then you
22 can come back to us and tell us where those dollars are
23 going to come from --

24 WASTE TIRE MANAGEMENT MANAGER DELMAGE: Yes.

25 ACTING CHAIRPERSON MULÉ: -- whatever we decide.

1 DEPUTY DIRECTOR LEE: We'll do that as part of
2 our presentation to the Board at the Board meeting next
3 week.

4 ACTING CHAIRPERSON MULÉ: Okay. We do have a
5 speaker, Terry Leveille, before we pursue further
6 questions.

7 MR. LEVEILLE: Thank you, Madam Chair and
8 Committee Member Petersen. Welcome, to the chairmanship
9 chairpersonship and --

10 ACTING CHAIRPERSON MULÉ: Just for today.

11 MR. LEVEILLE: You've got some big shoes to fill.

12 ACTING CHAIRPERSON MULÉ: Just for today.

13 MR. LEVEILLE: Okay. I didn't want to speak on
14 the alternatives, because I think that's, you know, up to
15 you guys to do that. I wanted to speak a little bit about
16 the funding aspect. And I really think, you know, the
17 understanding of reallocation, from my perspective, has
18 always been to try and, you know, make whole some of the
19 programs that are underfunded or oversubscribed. And this
20 year in particular staff is soliciting new program ideas
21 that if there is sufficient funds might be worth
22 considering for creative ways to recycle tires, divert
23 tires. And I'd just like to, you know, emphasize that
24 I've always felt that that is a really good opportunity to
25 sort of make whole.

1 Now, you've got a million dollars in emergency
2 reserve that is there primarily for tire fire type
3 activities. I mean that's really what it's been used for.
4 And it just seems like this would fit in very nicely to
5 that. I know you're committing a significant portion of
6 that before the June 30th, but seeing as how the Board
7 is -- and staff and our contractors have been so diligent
8 about cleaning up tire piles, I would hope that between
9 now and June 30th there wouldn't be anymore tire fires in
10 the State of California. You can't promise that.

11 But I would, you know, encourage you to look at
12 that fund for the cost of this additional remediation.

13 That's all I have to say.

14 ACTING CHAIRPERSON MULÉ: Thank you. Thank you
15 very much.

16 Do you have any questions?

17 COMMITTEE MEMBER PETERSEN: Todd, so we scrape
18 together the funds wherever they come from. How long --
19 what's the time line in getting the funds and getting this
20 thing cleaned up for good, do you know?

21 MR. THALHAMMER: Well, if the funds are approved
22 by the Board the following week and they decide to choose
23 Alternative 2, the remediation of the Tracy sight should
24 basically be done the end of February.

25 COMMITTEE MEMBER PETERSEN: Oh. And now I

1 understand there's going to be some big holes there. And
2 we're going to try to sell the property sell -- the trust
3 is going to try to sell the property to give us some
4 reimbursement?

5 MR. THALHAMMER: I'd like to actually turn that
6 over to our legal department because they've been working
7 on that.

8 DEPUTY DIRECTOR LEE: Perhaps if I may, Mr.
9 Petersen, and ask Todd to clarify a couple of things here.
10 Again, I think if the Board gives the approval to staff's
11 recommendation, we can, you know, basically cut the
12 hillside and remove the contaminated soil within the 1 and
13 a half month period. However, you know, we're still
14 negotiating with the regional boards about any kind of
15 continuation of any groundwater monitoring, you know,
16 after that time, and those negotiations aren't complete.

17 Now, even if so -- again, if the remediation goes
18 beyond 1 and a half months, it would be for, you know,
19 relatively inexpensive groundwater monitoring afterwards
20 and not for, you know, soil removal or other remediation
21 activities per se. So I just want to make sure we're
22 clear on that point.

23 The second thing is, there's a third party that's
24 involved, a private party, Teichert owns land that's
25 immediately adjacent to this property. And in order to

1 cut the hillside back, you know, to a stable slope will
2 involve encroaching on their property. Again, we're in
3 negotiations, you know, with the property owner. We
4 believe that they will ultimately be fruitful. But,
5 again, I can't come to you today and say that we've
6 concluded those negotiations and have the private parties
7 concurrence with our proposal.

8 COMMITTEE MEMBER PETERSEN: Have they said
9 anything about liability issues to us?

10 DEPUTY DIRECTOR LEE: The liability is one of
11 the -- obviously, one of the sticking points with regards
12 to that. And, again, our lawyers are looking into that
13 and negotiating on the Board's behalf.

14 COMMITTEE MEMBER PETERSEN: Okay.

15 STAFF COUNSEL BLEDSOE: Michael Bledsoe from the
16 legal office. Just real quickly on your first question,
17 Mr. Petersen about the trust selling the property and
18 reimbursing the State. We are discussing the legal issues
19 with the Attorney General's office right now. I can't
20 tell you frankly whether the trust will be cooperative at
21 that point, but we'll certainly do our best and, you know,
22 have more information for you in the future.

23 COMMITTEE MEMBER PETERSEN: Okay, great.

24 ACTING CHAIRPERSON MULÉ: Question, Board Member
25 Peace.

1 MR. THALHAMMER: Any other questions on the site
2 issues?

3 BOARD MEMBER PEACE: I just have one question
4 whether U.S. EPA was involved, you know, in the City of
5 Tracy and the Regional Water Board and DTSC and the OES
6 and the Air Board and the San Joaquin County, have we
7 already extracted as much money out of all these other
8 organizations as we can. I mean, are we the only ones
9 left with any money to clean this up?

10 MR. THALHAMMER: I'll defer that question to Jim.

11 (Laughter.)

12 DEPUTY DIRECTOR LEE: Ms. Peace, this is
13 something that I can -- I think we kind of alluded to some
14 of the negotiations that went on with regards to how this
15 cleanup occurred, you know the arrangements with EPA, you
16 know, they were going to do this if we did that. I'm not
17 sure myself of all, you know, the reasons why, you know,
18 it seems like, you know, we have, you know, gone to the
19 lead, you know, with this particular situation.

20 But I think, you know, given where we stand right
21 now the Board has committed over \$16 million to clean up
22 the site, and that was with, you know, our legal office's
23 opinion that, you know, the Board had some responsibility
24 in this area -- or should it shoulder this responsibility,
25 I should say. And given the fact that this is again a

1 part of the contamination which the Board has already
2 initiated on the path to clean up, I guess it's our
3 consensus opinion right now that again we can't leave the
4 job, you know, undone.

5 But since you've raised the point specifically
6 again, I think I'll reexamine that and perhaps be able to
7 provide a little more response to that at the Board
8 meeting next week.

9 ACTING CHAIRPERSON MULÉ: Ms. Peace.

10 BOARD MEMBER PEACE: I think you mentioned you
11 could have this, what, done in a month, a month and a half
12 even considering -- because when you said here that you
13 still need to collect data over the next few months to
14 further assess the extent of the affected groundwater and
15 provide information necessary to better evaluate the
16 remedial alternatives. And the fact that you needed to
17 get all the approvals -- all the other approvals from the
18 State regulatory agencies, plus the access agreements from
19 Teichert. I mean, you'll still think this is only going
20 to get all that done in the next month and a half?

21 MR. THALHAMMER: As Jim said before, we're
22 talking about the actual equipment on the ground removal
23 process.

24 BOARD MEMBER PEACE: That will take a month and a
25 half.

1 MR. THALHAMMER: That's a month and a half.

2 BOARD MEMBER PEACE: And when you think you'll
3 actually be able to --

4 MR. THALHAMMER: Sell the -- well, force the
5 estate to sell the property and continue on?

6 Unfortunately, what we're trying to project is
7 how clean that groundwater is going to be, and is that
8 groundwater going to meet our cleanup goals. So
9 unfortunately once you take that hillside down, we have to
10 put in a series of groundwater monitoring wells and you
11 have to look at that issue.

12 I can't tell you whether that's going to be one
13 1, 2, 4, 5, 6, 8 months to a year. Groundwater monitoring
14 is something that takes time in order to show, because of
15 seasonal variations and because of other issues that your
16 plume is gone. I mean bottom line is that once you've
17 reduced the source, you take that oil out of the hill,
18 your groundwater contamination is going to clean up. The
19 source is gone.

20 So what we're really looking here is source
21 reduction. We're going after 2 percent left, if you want
22 to look at it on an analogy basis, we've removed 300,000
23 tons. We're looking at 3,000 tons left. So that can be
24 done quickly, as far as the paperwork and the monitoring
25 on all sides those take time. It's hard to project.

1 DEPUTY DIRECTOR LEE: Madam Chair, if I may,
2 we've got a representative from the regional water quality
3 control board that can perhaps speak to our kind of
4 ongoing working relationship on this site and perhaps can
5 speak to the cleanup goals and where he sees the future
6 groundwater monitoring.

7 ACTING CHAIRPERSON MULÉ: That would be good
8 because I did have a question about, you know, once we get
9 this cleaned up, how much -- how long would we have to
10 monitor this site? And I believe that in Alternative 2
11 that \$700,000 includes monitoring for one year only. So,
12 again, if you could help us understand how long we would
13 have to monitor the site once -- if we chose Option 2?

14 MR. IZZO: I just want to make sure what I read
15 earlier was true?

16 ACTING CHAIRPERSON MULÉ: Would you state your
17 name for the record

18 MR. IZZO: My name is Victor Izzo. I'm a senior
19 engineering geologist.

20 One thing with Alternative 2, that just, you
21 know, from my standpoint, from -- I've been working for
22 the Regional Board for 19 years -- is that once you remove
23 the source that special petroleum, which this is, that
24 natural attenuation does work. If you don't remove the
25 source, you're going to have a larger plume and more

1 problems.

2 It's hard to tell you exactly how long I think
3 it's going to take. But based on the data that we see
4 from you guys, is that I believe that once we remove that
5 source area, we need 1 or 2 more monitoring wells down
6 gradient. And if those come up clean, we're talking a
7 very short time. You know, the project says 2 years of
8 monitoring. I think well within that 2 years that you
9 will see significant decreases. And based on that trend,
10 you can say that, you know, we don't need to monitor any
11 longer because we're seeing that within a very short time
12 that we won't have any contamination.

13 With petroleum sites, all my petroleum sites I've
14 ever worked on that happened, if we removed the source. I
15 don't -- I can't say for sure, because, you know, the
16 proof is in the sampling.

17 ACTING CHAIRPERSON MULÉ: Okay. Thank you very
18 much. And thank you for being here today. We really
19 appreciate it

20 MR. IZZO: Thank you.

21 BOARD MEMBER PEACE: Does the Water Board have
22 any money to put into this project?

23 (Laughter.)

24 MR. IZZO: We put about -- well, we didn't ask
25 for reimbursement for the original stuff.

1 BOARD MEMBER PEACE: So will we be doing the
2 monitoring of wells? Will that be a cost to us or will
3 the Water Board --

4 MR. IZZO: That's part of the project is my
5 understanding.

6 DEPUTY DIRECTOR LEE: It will be a cost to the
7 project.

8 BOARD MEMBER PEACE: Right.

9 ACTING CHAIRPERSON MULÉ: But my understanding
10 was that it was included in the 700,000 for the one-year
11 monitoring, correct?

12 MR. EISERT: Two years of monitoring.

13 ACTING CHAIRPERSON MULÉ: Two years of
14 monitoring, okay.

15 WASTE TIRE MANAGEMENT MANAGER DELMAGE: If I
16 might add.

17 ACTING CHAIRPERSON MULÉ: Go ahead.

18 WASTE TIRE MANAGEMENT MANAGER DELMAGE: To get
19 back to your question, Board Member Peace. I think that
20 there's 2 issues with respect to the Teichert and why we
21 felt comfortable that we'll be able to remove the dirt.
22 We'll encroach on their property to cut the slope in, but
23 we don't believe they're as concerned about that. We have
24 to put in monitoring wells on their property. That's
25 where we may need to spend more time negotiating. So it's

1 in everybody's best interest that we remove the
2 contamination upfront as we heard from the Water Board and
3 I think that will move along fairly quickly.

4 BOARD MEMBER PEACE: Well, I just think that was
5 going to take awhile to do that, that it might not be like
6 right away, it might be several months from now that we
7 actually do this. And that will be closer to that June
8 30th date, when we're supposed to have that million
9 dollars in there for, you know, the emergency reserve.
10 And so I guess I'm just probably thinking that -- I know,
11 I think we're going to be moving this to the full board,
12 but I guess from where I stand, it kind of looks like
13 Alternative 2 is probably the way we're going to have to
14 go. And personally, I think I would kind of like to see
15 that money come out of our emergency reserve, especially
16 if this is going to be several months off it will be
17 closer to June and the emergency reserve is for tire fires
18 and emergencies.

19 STAFF COUNSEL BLEDSOE: Madam Chair, if I may
20 interject. Michael Bledsoe from the Legal Office. I
21 understand from the conversation that the timing of the
22 cleanup is important. And Mitch points out that we do
23 need to get Teichert's consent before we can do that.
24 And, at this point, I can't tell you how long that
25 negotiation process is going to take. I can report back

1 if it's going to take a long time, but I don't know right
2 now.

3 ACTING CHAIRPERSON MULÉ: And, Todd I do have a
4 question then if it's going to take us longer than we
5 anticipate to get the approval from Teichert for access, I
6 know that there's demobilization costs involved, and I was
7 just wondering again if, number one, they were
8 incorporated into this \$700,000. And if not, what would
9 you anticipate those costs to be to demobilize and
10 remobilize.

11 MR. THALHAMMER: We're looking at Approximately
12 30,000 to 35,000 to move and remove. We have all the
13 heavy equipment on the ground. We have the scales. We
14 have the loading docks. We have the health and safety
15 trailers. We have the entire site set up to do this. So
16 we're trying to, along with legal -- just as a side note,
17 I mean, I have contacted Teichert. We have a good working
18 relationship to Teichert. They are our neighbors for the
19 past 3 years. I'm on a first name basis with their site
20 geologist and their plant manager.

21 So we've been talking about the access and
22 agreements. To date, they've been very cordial. I don't
23 foresee any issues, but, again, I'm not legal staff, I'm
24 just the engineer. So they've committed to me on a voice
25 mail yesterday that they want to resolve this issue by

1 next week or the following week.

2 With that said, that basically if the Board
3 would -- if the Board chose to do Alternative 2, that
4 basically means as we're finishing up, we just start this
5 additional project and walk away basically late February,
6 first weekend of March.

7 ACTING CHAIRPERSON MULÉ: Okay. Well, thank you.
8 I appreciate that.

9 My feeling is that there is only one alternative
10 and that is Alternative 2. But again, we have some
11 questions on how we're going to fund this. I think staff
12 needs to get back to us with some more specific options on
13 which programs we might take these dollars from or whether
14 the Board can then decide whether or not we want to use
15 the emergency reserve fund.

16 So what I'd like to do is move this item to the
17 full board for further discussion pending the information
18 that you pull together, and then maybe by then we might
19 have a better idea of our negotiations with Teichert and
20 the whole access issue, because again that's key to us
21 getting Option 2 -- or Alternative 2 moving along.

22 So do you have any problem with that?

23 COMMITTEE MEMBER PETERSEN: No, I have no problem
24 whatsoever. Just great job guys.

25 MR. THALHAMMER: Thank you.

1 COMMITTEE MEMBER PETERSEN: Thanks, Todd.

2 DEPUTY DIRECTOR LEE: Thank you, Madam Chair.

3 ACTING CHAIRPERSON MULÉ: Okay, thank you. Thank
4 you, Jim. Thank you, Todd.

5 DEPUTY DIRECTOR LEE: Next item is Consideration
6 of Scope of Work for a Public Awareness Campaign to
7 Promote Sustainable Practices, Tire Recycling Management
8 Fund fiscal years 2005/6 and 2006/7.

9 Jon Myers and Mitch Delmage will make the staff
10 presentation.

11 ASSISTANT DIRECTOR MYERS: Sorry about that. I'm
12 a little late. I think I just hung up on our Chair,
13 Rosario Marin.

14 (Laughter.)

15 ASSISTANT DIRECTOR MYERS: So, Mr. Leary, if you
16 get some comments from her tomorrow you know why.

17 (Laughter.)

18 ASSISTANT DIRECTOR MYERS: Good afternoon, Chair
19 Mulé and committee members. Jon Myers, Office of Public
20 Affairs. I'll be presenting Committee Item F, Board Item
21 12 this afternoon, Consideration of Scope of Work for a
22 Public Awareness Campaign to Promote Sustainable
23 Practices.

24 This item comes before you today in response to
25 resent reports that were presented to the Board from the

1 Waste Tire Division. And before I continue, the proposed
2 scope of work for this campaign, I'd like to have -- ask
3 Mitch Delmage from Special Waste to provide some
4 background on those reports, if that will be helpful.

5 WASTE TIRE MANAGEMENT MANAGER DELMAGE: Good
6 afternoon again. Mitch Delmage, manager of the tire
7 program.

8 As Jon mentioned, we're asking you to consider
9 the scope of work for a public awareness campaign to
10 promote sustainable practices. This project was
11 identified in the 5-year plan as a social marketing
12 campaign to promote sustainable practices.

13 The genesis of this concept was 2 Board
14 commissioned reports. The first of which was conducted in
15 several languages. And according to this report, entitled
16 Consumers Tire Buying Habits and Their Knowledge of Tire
17 Maintenance, Recycling and Disposal, many consumers have
18 limited knowledge about the proper care and handling of
19 tires, something I think we know already.

20 Decisions about purchases were made primarily by
21 price, brand, personal recommendations from friends and
22 family. Additionally, consumers were somewhat aware of
23 the need to maintain their tires, but didn't necessarily
24 understand all the benefits and how often maintenance
25 needed to be done.

1 Based upon this research, the contractor
2 California State University at Chico and IMC productions
3 recommended that the Board develop a public awareness
4 campaign in multiple languages to emphasize proper tire
5 maintenance, and its relation to tire safety, fuel
6 economy, longevity and cost savings.

7 The second report, a community based social
8 marketing pilot, to increase proper tire maintenance,
9 conducted by the California State University, San Marcos
10 Foundation supported a community based social marketing
11 approach to proper tire maintenance among California
12 motorists.

13 They suggested that the campaign should use
14 nontraditional media based techniques, developed to
15 primarily reach underserved non-English speaking
16 communities statewide.

17 This scope of work supports the recommendations
18 of both of these Board reports. And furthermore, the 2000
19 U.S. Census report indicated that 38 percent of California
20 households spoke non-English languages at home.
21 Therefore, this campaign will assure that our message is
22 heard by a previously underserved number of
23 constituents.

24 Now Jon Myers will discuss the specifics of the
25 public awareness campaign.

1 ASSISTANT DIRECTOR MYERS: Thank you, Mitch.

2 Based on the information that Mitch just
3 discussed, Special Waste, along with the Public Affairs
4 Office staff, created a proposed scope of work for a
5 2-year public awareness campaign to emphasize proper tire
6 maintenance and safety and the added cost savings value in
7 tire longevity as well as fuel savings gained.

8 The Board approved 5-year tire plan allocates
9 \$300,000 in fiscal year 05/06 and 06/07 for a social
10 marketing campaign to promote sustainable practices, such
11 as tire maintenance.

12 In concert with the campaign to promote tire care
13 and maintenance, both Special Waste Division and Public
14 Affairs have identified a need to reach out to the
15 underserved communities of California, as Mitch described.
16 Our population is changing, as you well know. And
17 according to the California Department of Finance
18 Demographic Research, race and ethnic distribution in
19 California has shifted, where white non-Hispanic
20 populations share has decreased. While the Hispanic
21 population and Asian and Pacific Islander population
22 notably increased.

23 In fact, the white non-Hispanic population
24 increased -- I'm sorry, decreased from 50 percent
25 population in 1990 to 47 percent in the year 2000.

1 However, the Hispanic population increased from 26 percent
2 in 1990 to 32 percent in 2000. According to the
3 Department of Finance this trend will continue.

4 Therefore, the public awareness campaign is
5 designed to focus on our underserved communities in
6 California, where our message, based on information
7 gathered in the reports that Mitch just spoke about, has
8 not been properly formed or focused.

9 Staff is proposing to create a community based
10 marketing campaign, utilizing the expertise of a public
11 relations marketing firm that specializes in reaching out
12 to ethnic, minority and underserved communities to provide
13 outreach and education. The message we are looking to
14 generate is clear an simple, proper tire maintenance and
15 tire care promotes longer life tires, saving consumers
16 money, fuel and protects the health and safety of all
17 Californians. This message clearly fits into the
18 priorities of the Board in tackling California's waste
19 tire issues.

20 The campaign will include using local tire
21 retailers and non-English media outlets to help distribute
22 outreach materials designed to Educate the public about
23 proper tire maintenance and its benefits, as well as
24 educating on the purchasing -- educating on purchasing
25 longer lived tires.

1 In regards to working with the tire retailers, it
2 is our hope that we cannot only help develop materials for
3 participating retailers, but work with those retailers
4 that already have existing programs or materials to
5 develop a stronger message and ensure that we are using
6 languages that are prominent in the targeted communities.

7 The selected contractor will develop and
8 implement a rollout strategy that includes production and
9 distribution of radio and television public awareness
10 announcements and earned media campaign and print
11 production. The produced PSAs will be produced in
12 multiple languages in order to accommodate a variety of
13 targeted communities.

14 Our goal is to provide proper information to
15 these selected communities that will help the Board
16 achieve 2 of the goals established in the 5-year tire
17 plan, that is to reduce the number of tires generated by
18 Californians from the current 1.1 tires per person per
19 year to .75 by the year 2015, and to increase the annual
20 waste tire diversion rate to 90 percent by the year 2015.

21 OPA plans to measure the success of this
22 marketing effort by surveying local tire retailers in
23 targeted areas to determine if local purchases of longer
24 lived tires have increased during and after the targeted
25 marketing effort.

1 Also, we will be utilizing sampling techniques to
2 determine whether citizens in targeted areas heard the
3 marketed messages and changed their behavior as a result.

4 We are asking that the contractor come back to
5 this Board to present findings and activities every 6
6 months with written reports tracking implementation and
7 success every three months. The Office of Public Affairs
8 will work closely with the contractor on messaging and
9 content of materials.

10 That concludes my report on this scope of work
11 and I'll be happy to answer any questions.

12 COMMITTEE MEMBER PETERSEN: I'm all for this big
13 time. And it sounds like a really great program, so I'm
14 there.

15 ACTING CHAIRPERSON MULÉ: Yes.

16 ASSISTANT DIRECTOR MYERS: Well, that wasn't the
17 question now was it.

18 COMMITTEE MEMBER PETERSEN: No it was just a
19 statement.

20 ACTING CHAIRPERSON MULÉ: I, too, want to thank
21 you Jon and Mitch for really thinking this one through and
22 putting in an evaluation component. I was very pleased to
23 see that. And do you have any questions or comments,
24 Board Member Peace?

25 BOARD MEMBER PEACE: I was just glad to see that

1 it was -- the focus was more narrowed. That we're going
2 to concentrate on proper tire maintenance as it relates
3 to -- you save money on fuel and your family is going to
4 be safer. I think that's what really hits home with
5 people.

6 Another thing we had talked about on this before
7 was partnering with the Rubber Manufacturers Association,
8 with Michael Blumenthal and with his, you know, Be Smart
9 Do Your Part. There's no mention of that in here -- and I
10 thought -- Michael.

11 ACTING CHAIRPERSON MULE: Thank you, Board Member
12 Peace. I had that same question. I was wondering if we
13 were going to be working with the RMA at all.

14 Michael?

15 MR. BLUMENTHAL: Thank you, Chairwoman Mule. My
16 name is Michael Blumenthal. I'm with the Rubber
17 Manufacturers Association. Eventhough, we've not been
18 contacted, our offer on the table has not changed. We're
19 happy to work with the Board and the staff on this project
20 in anyway that we can.

21 We do already have the Be Tire Smart Do Your Part
22 brochures in both English and Spanish, just 2 languages.
23 It's not in anything else. We didn't have that capacity.

24 But certainly what we have offered to anybody is
25 you can use our language and absolutely take it and

1 translate it in any other language as long as you don't
2 change what we're saying. I mean, you may have to put it
3 into some terms, but as long as you don't change the basic
4 idea, the concepts. We have an open policy that anybody
5 can use our material. There is no copywrite infringement
6 penalty.

7 I can also say that we have 2 members that both
8 have retail outlets. One is Bridgestone/Firestone
9 Firestone outlets. Another is the Good Year Tire and
10 Rubber Company. And I'm sure that they would be very
11 happy to participate in any way that they can in the
12 target areas, get the information through me. I can get
13 it to their retailers. They already have the Be Tire
14 Smart brochures out. I'm sure they would welcome
15 opportunities to help their customers.

16 So just let us know when the bell goes off and
17 we'll be there.

18 ACTING CHAIRPERSON MULÉ: Thank you very much.

19 BOARD MEMBER PEACE: There's just another thing I
20 want to say in any type of public awareness campaign, I
21 mean 1 or 2 years is not enough. I mean a public
22 awareness campaign has to go on and on and on and on, you
23 know, to be effective.

24 And also I keep looking, okay, \$300,000 a year,
25 and that's such a drop in the bucket in a State of 40

1 million people. How are we really going to get a message
2 out there for only \$300,000. And I know Mitch has
3 explained a few things to me. I was wondering if you
4 could maybe go into detail a little bit more about how
5 some of these things can be relatively inexpensive by
6 putting adds and stuff in some of these non-English
7 newspapers.

8 ASSISTANT DIRECTOR MYERS: Well, they definitely
9 don't come cheap. That's for certain. Some of the
10 lessons we learned out of outreach efforts such as the
11 E-Recycling Program, working with the communications
12 office we found that there are certain vendors out there
13 that will participate with us, help us, where the costs
14 are used for production purposes, but we can go out and
15 recruit talent for producing the PSAs at no cost to us or
16 no cost to the contractor.

17 You know, as I said, we're working with the
18 communications office, we realize, you know, there are
19 people out there who can help produce this at a very low
20 cost. We also have in-house capabilities here that we'll
21 be able to help out with especially on production -- or
22 design production. We have a great graphics shop. Soon
23 we'll have a bigger audio-visual resource in-house as
24 well. So there are certain things that we'll be able to
25 do in-house.

1 I agree with you it's a long-served campaign or
2 should be a long-served campaign. We're looking at 2
3 years here. I think the 300,000 a year will help develop
4 the tools that we need to keep this ongoing. That's one
5 of my hopes out of this campaign is that it doesn't stop
6 at the end of 2 years that we can continue to use the
7 tools that we developed in the initial couple of years --
8 the first 2 years to move forward.

9 ACTING CHAIRPERSON MULÉ: And I think what's
10 important is that we do have this evaluation component in
11 place as part of this, so that as we move forward with
12 this contract we can evaluate its effectiveness, we can
13 tweak it accordingly, you know, do what we need to do.
14 And then, via our biennial review process, allocate
15 additional dollars in years out to continue this program.

16 ASSISTANT DIRECTOR MYERS: Very much so. I'd
17 just like to add to the speaker's comments as well that,
18 you know, it was never the intention to leave out partners
19 out there. I maybe not have made note of it in my
20 comments, but it was always the intention to reach out and
21 utilize what sources are out there.

22 ACTING CHAIRPERSON MULÉ: Thank you, Jon. Great
23 job.

24 Do I have a motion?

25 COMMITTEE MEMBER PETERSEN: Madam Chair, I'd like

1 to move Resolution 2005-336.

2 ACTING CHAIRPERSON MULÉ: And I will second that.

3 So it's moved by Board Member Petersen, seconded by Board

4 Member Mulé. Would you call the role, please?

5 COMMITTEE SECRETARY BALLUCH: Petersen?

6 COMMITTEE MEMBER PETERSEN: Aye.

7 COMMITTEE SECRETARY BALLUCH: Mulé?

8 ACTING CHAIRPERSON MULÉ: Aye.

9 So we have 2 ayes. And we will -- this does not
10 need to go on fiscal consent, because this is just scope
11 of work, so this can go on consent.

12 Thank you both very much. This is a great great
13 job. Great work.

14 COMMITTEE MEMBER PETERSEN: Thanks, Mitch.

15 Thanks, Jon.

16 ACTING CHAIRPERSON MULÉ: Okay. That's the end
17 of our agenda.

18 Do I have any comments from the public?

19 Seeing none, this meeting is adjourned.

20 Thank you, all.

21 (Thereupon the California Integrated
22 Waste Management Board, Special Waste
23 Committee meeting adjourned at 3:30 p.m.)

24

25

1 CERTIFICATE OF REPORTER

2 I, JAMES F. PETERS, a Certified Shorthand
3 Reporter of the State of California, and Registered
4 Professional Reporter, do hereby certify:

5 That I am a disinterested person herein; that the
6 foregoing California Integrated Waste Management Board,
7 Special Waste Committee meeting was reported in shorthand
8 by me, James F. Peters, a Certified Shorthand Reporter of
9 the State of California, and thereafter transcribed into
10 typewriting.

11 I further certify that I am not of counsel or
12 attorney for any of the parties to said meeting nor in any
13 way interested in the outcome of said meeting.

14 IN WITNESS WHEREOF, I have hereunto set my hand
15 this 29th day of December, 2005.

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23 JAMES F. PETERS, CSR, RPR
24 Certified Shorthand Reporter
25 License No. 10063